

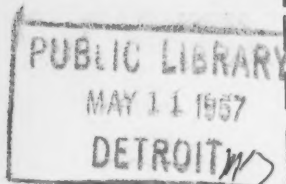
Modern



Profits in Litho
LNA Meeting Report
NALC Meets May 2-4
Three-Color: Part III
SGAA Winners
Best Folding Boxes

MAY, 1957

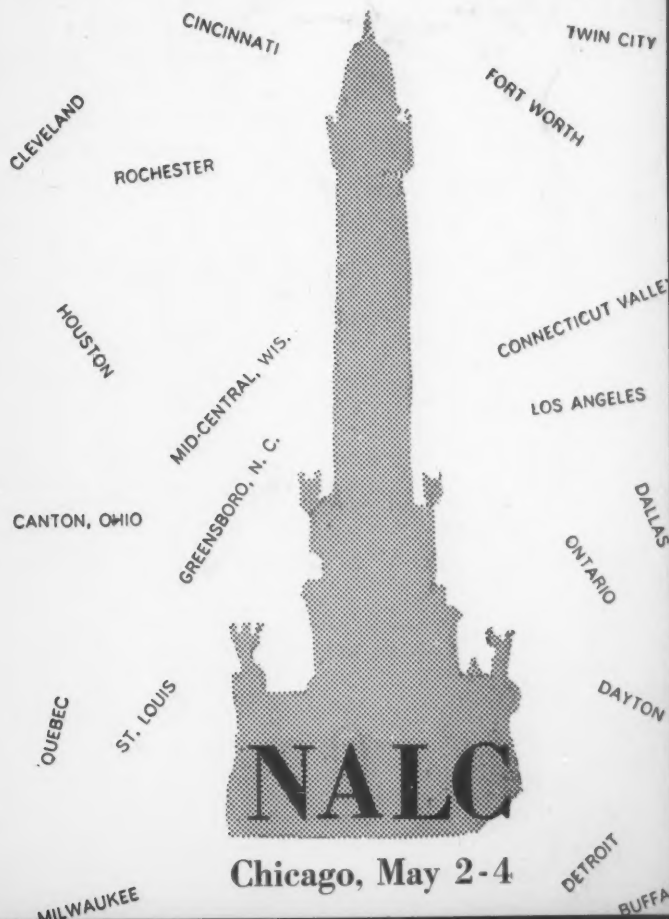
TECHNOLOGY DEPT.



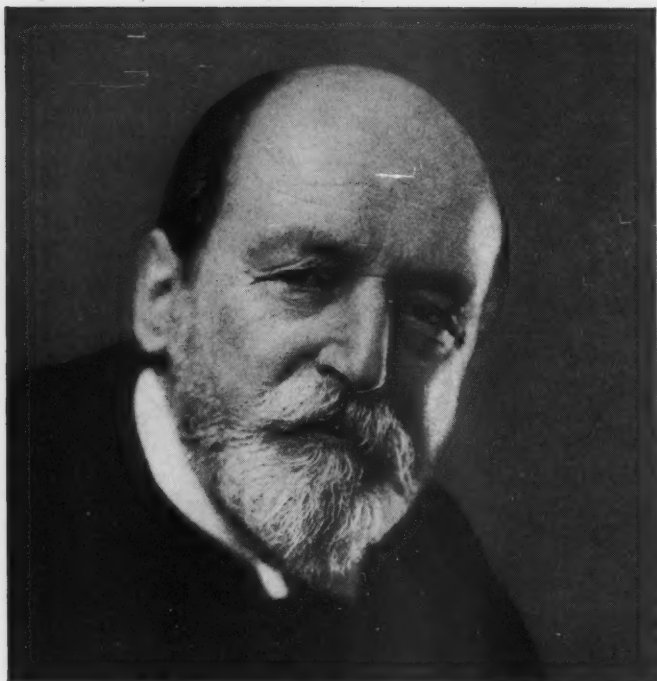
LITHOGRAPHY

.....

NEW YORK PHILADELPHIA BALTIMORE WASHINGTON CHICAGO BO



Chicago, May 2-4



HE GAVE YOU THE FACE "WORTHY TO RANK WITH CASLON"

The greatest tribute to a man's work is that it outlives the man himself. And this is eminently true in the case of British type designer and master printer George W. Jones, whose brilliantly conceived Linotype Granjon has been termed "worthy to rank with Caslon for usefulness . . . sharp enough for publicity, clear enough for a dictionary."*

Granjon combines beauty of color and form with unusual adaptability to new uses. Baskerville and Estienne bear further testament to his unusual talent.

Fortunately, this talent—like so many of the best American and European type designing talents—has been captured and preserved and made readily available to printers everywhere *through Linotype*.

*The Fleuron. A Journal of Typography, No. 5



"Perhaps it was because George W. Jones was one of the finest printers of the early 20th century that he succeeded in designing so useful a book face as Granjon. His scholarship led him to the best 16th century models; his knowledge of modern type-setting and printing methods and of the best use of today's papers and inks, surely contributed to his awareness of what letter forms would print with distinction and without peculiarity. In Granjon he achieved a face which can be used successfully for books of diverse subjects and can be read tirelessly for many hundreds of pages."

M. B. GLICK, *Director of Production*
The Viking Press, Inc.

Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.

Set in Linotype Granjon and Spartan families

• LINOTYPE •

Agencies: Atlanta, Boston, Chicago, Cleveland, Dallas, Los Angeles, New York, San Francisco. **In Canada:** Canadian Linotype, Limited, Toronto, Ontario

LEADERSHIP THROUGH RESEARCH

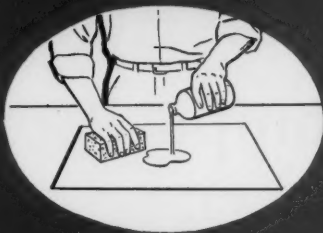


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Time and Labor**

**They Improve
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**They're Good
for Long Runs**

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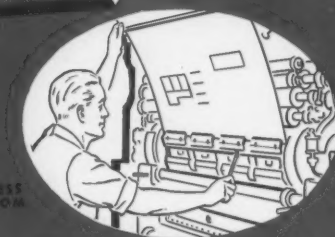
**They
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**They Eliminate
Variables**

**They're Easier
to Handle**

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PLATES**

Yes, you can cut the distance between the plate department and the press room—in time, labor and costs saved—by using presensitized plates, and get longer runs and better quality. Ask for a demonstration in your plant today... or send for a trial order. All Roberts & Porter branches carry complete sizes of Harris, Enco and 3M plates. Send the coupon now!



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Save up to 80% in type composition with the Friden Justowriter®



RECORDER



REPRODUCER

You can save by installing the Justowriter automatic tape-operated composing machine in your office. With the Justowriter it is no longer necessary to buy costly typewriter or hot metal composition. Any typist can set clean, sharp, justified (even margins) professional composition right in your office. Copy can be set directly on any duplicating master or reproduction proof paper.

This means that you can save money on every printing job, large and small. You can set justified composition for all the applications listed at the right....and many more too.

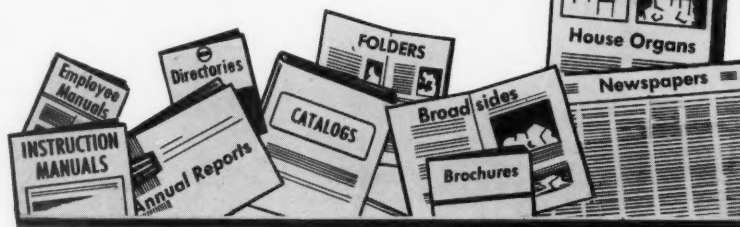
It's as simple as this: One keyboarding on the Justowriter Recorder produces visible copy and a punched paper tape. The tape operates the Justowriter Reproducer to set sharp, justified, direct image plates or reproduction proofs...automatically at 100 words per minute. Fourteen different type styles are available in sizes from 8 to 14 point. Author's alterations or changes can be made easily by duplicating the tape.

Hundreds of companies are now saving up to 80% in composition costs with the Friden Justowriter. Write today for actual cost-saving facts.

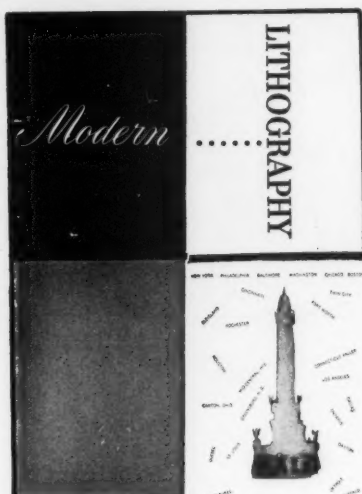
The above copy was set on the Justowriter in 10 point Book type.



Sales and service throughout the world



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COMMERCIAL CONTROLS CORPORATION (Subsidiary)
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COVER

Lithographers from all over the country are heading for Chicago early this month for the 12th annual convention of the National Association of Litho Clubs. There are a number of new clubs represented this year, as shown by the cities on the cover, so attendance should be bigger than ever. Details on page 42.

WAYNE E. DORLAND
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MODERN LITHOGRAPHY

VOLUME 25, NUMBER 5

MAY, 1957

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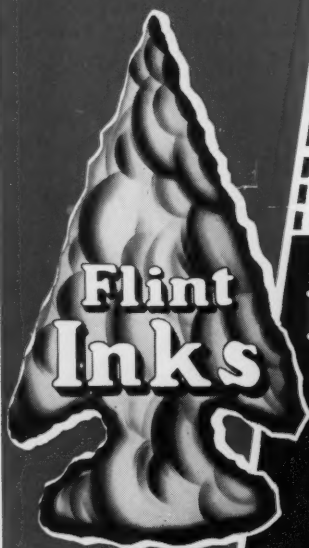
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Gravure • Letterpress • Lithographic • Flexographic

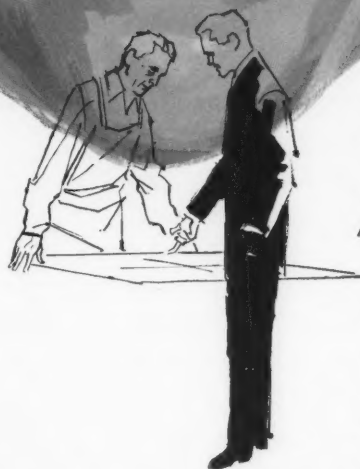
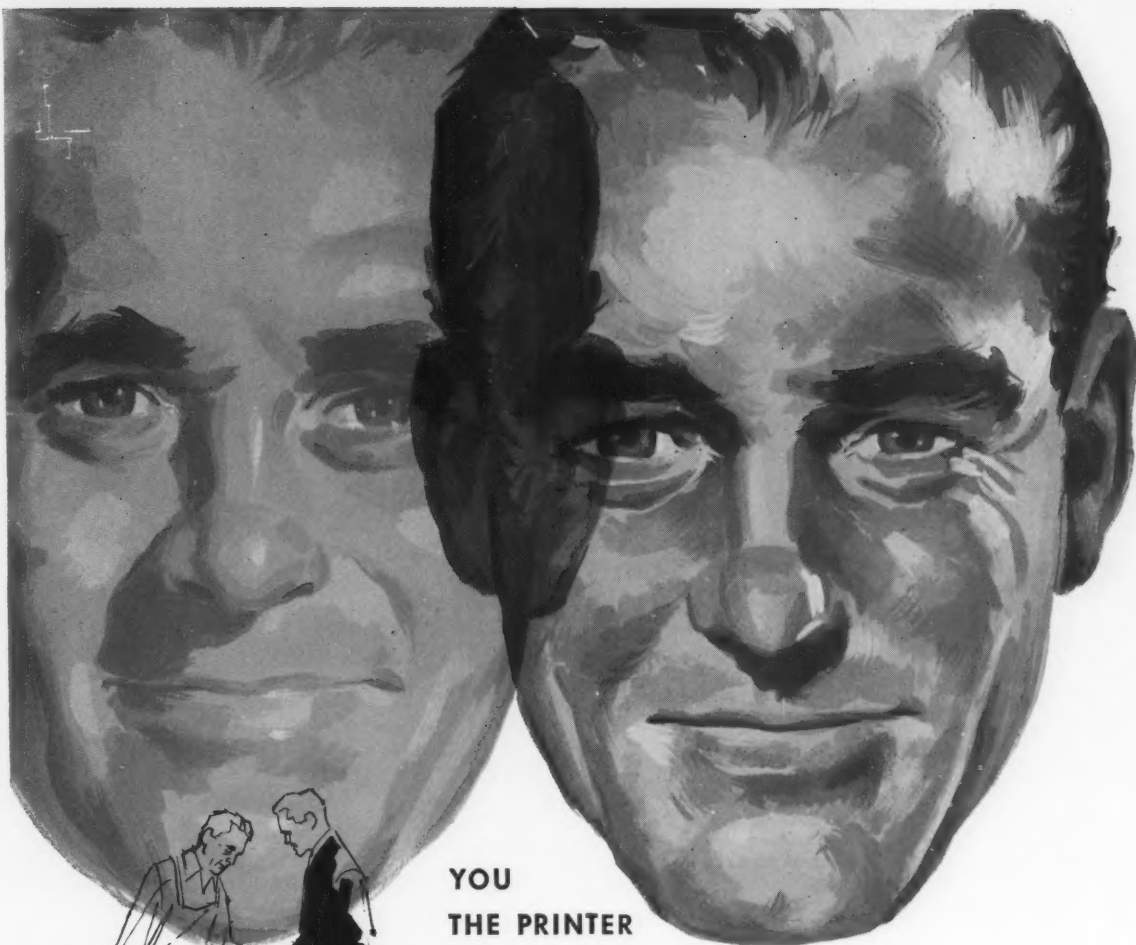
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INDIANAPOLIS
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AND YOUR

Nekoosa PAPER MERCHANT
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Your Nekoosa Paper Merchant is helpful in many ways. He knows your requirements . . . carries a large stock of papers in his warehouse . . . saves you storage space. He quickly supplies you with samples and dummies. Most important of all, his thorough knowledge of papers is at your service at all times.

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it's best
for platemaking*

what's in it for you?

The answer is — plenty! Chemco research has recently achieved a lithographic film advancement that is winning orders and re-orders from Photo Lithographers.

Powerlith film now gives its users maximum latitude in line work, without sacrifice of halftone quality. By this we mean, considerable variation in line exposure is possible without loss in density, or filling-in of fine lines.

Powerlith is available in a broad range of sheet sizes to meet every conceivable offset photographic requirement. But have you considered the economy of using roll film?

(If you make more than forty negatives a day, Powerlith film in rolls, together with a Chemco Model F-1212 Roll Film Offset Camera will make money for you in your gallery.)

Contact your local Chemco representative for details and samples of this new Powerlith Film.



chemco PHOTOPRODUCTS COMPANY, INC. GLEN COVE, N. Y.

ATLANTA BOSTON CHICAGO DALLAS DETROIT NEW ORLEANS NEW YORK

More Holes Per Minute—Less Cost Per Man-Hour

LAWSON

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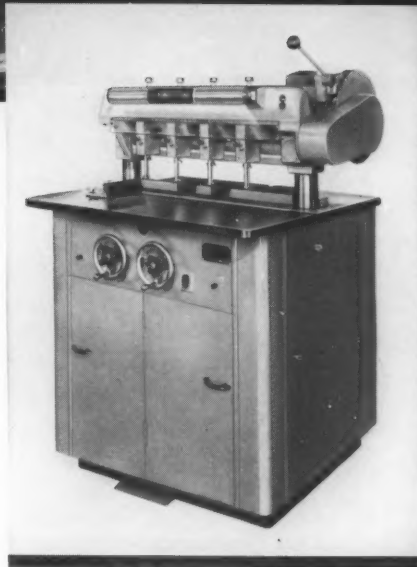


The **LAWSON multiple head DRILL** gives you perfect round holes — precision drilled at new high speed! Lawson steps down costs, steps up profits in your drilling operation. Check these Lawson-engineered features:

- Drills perfect round holes in a full 2" lift in 2 seconds.
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- *Fixed table*, open frame construction gives unlimited back depth.
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Lawson Hollow Drills Guaranteed Against Breakage!

Practically impossible for these drills to snap, split or break in normal usage. Made of finest grade tool steel — electrically heat treated and oil tempered to assure uniform quality and lasting strength. Highly polished mirror finish prevents chips from jamming. Lawson Hollow Drills also fit most other makes of drilling machines.

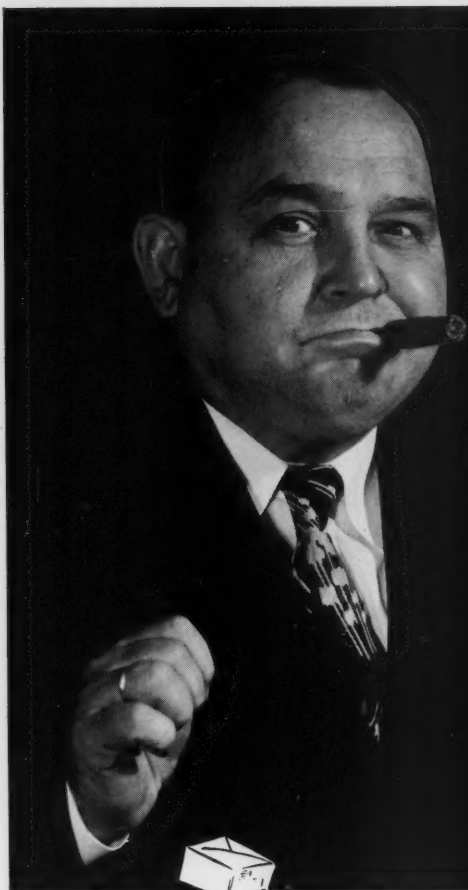


Complete specifications of this modern, efficient machine are described in an illustrated brochure, available on request. Send for yours today.

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I'm glad somebody finally
developed a deep etch lacquer
I can use on aluminum plates
with

NO COPPERIZING

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PLASTIC SURFACE LACQUER

PLASTIC DEEP ETCH LACQUER

PLASTIC DEEP ETCH LACQUER FOR PLATES 54" OR OVER

KNOX-OUT RINSE

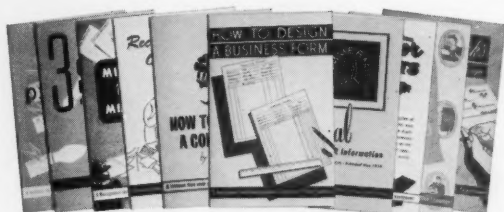
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LITTLE BENJY 1 STEP WASH-UP SOLVENT

LITTLE BENJY CORRECTION FLUID

This was barely the beginning of Hammermill's 45-year advertising campaign to help you sell printing ➡

*With advertisements to show
the importance of printing—
in The Saturday Evening Post
every year since 1912!*



*With idea books that sell
businessmen on the
uses of printing*



*With mailing pieces and
design kits to use in building
your sales of business printing*



WE'RE STILL DOING IT. Hammermill's advertising now appears in 28 national publications including The Saturday Evening Post, Time, Newsweek, Business Week, and influential magazines in the advertising, office management and banking fields.

Every year sees new Hammermill advertisements promoting the printer. Also mailing pieces, design kits, idea books. They all help sell printing. They help turn "Hammermill's" acceptance into orders. And you can get more of this kind of order-helping material from Hammermill than from all other fine paper mills. Just ask your Hammermill Agent.

There's a way to make Hammermill's 45 years of national advertising work harder for you. That is to enroll in the Hammermill Guild of Printers. Put this emblem on your door, use the symbol on your own mailings and invite buyers to come to you for their business printing on Hammermill papers. No cost, no obligation. Ask your Hammermill salesman to enroll you.



HAMMERMILL
Papers



PHOTOLITH ORTHO A LITHOGRAPHIC FILM IS NOW ON CRONAR[®]

"Cronar," Du Pont's new polyester film base, is out of the development and experimental stage. All of our Photolith Ortho A will now be on "Cronar" base.

You may not be able to get as much of this new product as you would like; demand has far exceeded supply, and it may be some time before enough is available. Meanwhile, we recommend that you reserve the new Photolith Ortho A

for those jobs that require the finest definition, the best possible results.

"Cronar" is a new kind of base that outperforms vinyl and acetate in every way. Next to glass itself, Photolith Ortho A on "Cronar" is the most dimensionally stable tear-resistant lithographic film you can use. The edges will not buckle because "Cronar" does not absorb moisture—which means faster drying time, too. "Cronar" is almost unbelievably

rugged—it won't crack, tear, or become brittle with age.

Photolith Ortho A on "Cronar"—another vital contribution by Du Pont to the lithographer's art. It's worth waiting for.


E. I. du Pont de Nemours & Co. (Inc.),
Photo Products Department, Wilmington 98,
Delaware. In Canada: Du Pont Company
of Canada (1956) Limited, Toronto.

DU PONT PHOTOLITH LITHOGRAPHIC FILM



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... THROUGH CHEMISTRY

SEE HOW THEY RUN... OFFSET!



Discover the time-saving *magic* of PLASTIPLATE®, the plastic offset plate. Two types available. See how they run—right on your own press! No cost to you.

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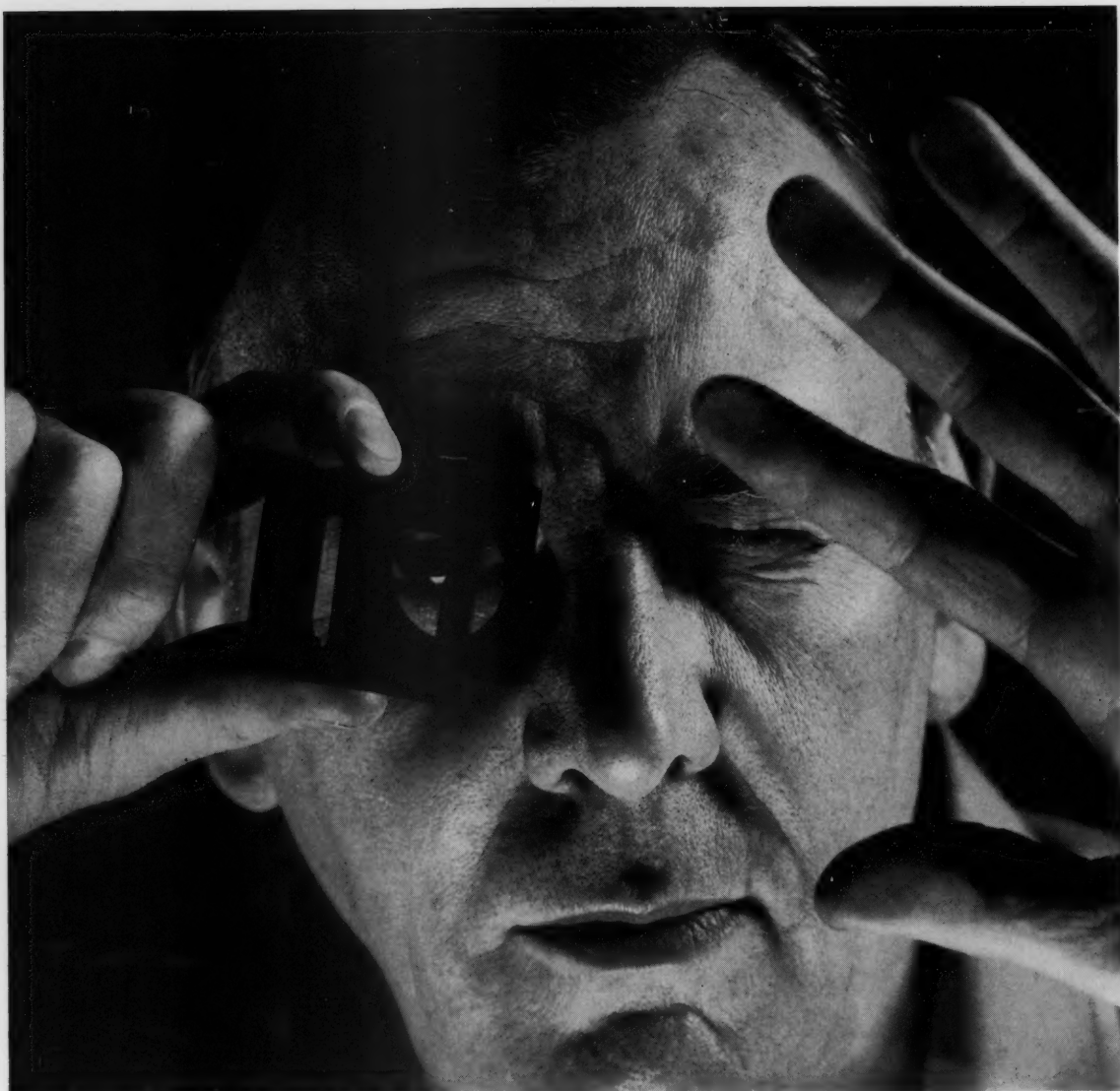
Direct Image PLASTIPLATE that takes typing so beautifully and permits fast, non-detectable corrections. And you can write or draw directly on its patented plastic surface.

See how they run! Free samples upon request.

Remington Rand

DIVISION OF SPERRY RAND CORPORATION

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<input type="checkbox"/>	315 Fourth Avenue, New York 10	<input type="checkbox"/>
<input type="checkbox"/>	Please send me free samples of—	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/> Pre-sensitized Plastiplate	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/> Direct Image Plastiplate	<input type="checkbox"/>
<input type="checkbox"/>	Name _____	<input type="checkbox"/>
<input type="checkbox"/>	Firm _____	<input type="checkbox"/>
<input type="checkbox"/>	Make & Model Press _____	<input type="checkbox"/>
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Enamel • Trufect Coated Book • Multifect Coated Book

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Streaks, blind spots and blemishes vanish with the first application of this simple 3-step treatment. Harris No-Strip Solution No. 1 cleans and removes built-up salt deposits and impurities. No-Strip Solution No. 2 "plates" the rollers with a highly ink receptivity coating. No-Strip No. 3 "fixes" the surface for long wear and durability.

This simplified method of applying Harris No-Strip

conveniently fits into most routine pressroom wash-up or color change-over periods . . . cuts down time to a minimum. An occasional reapplication of long-lasting Harris No-Strip stops roller stripping for good.

Call your nearest Harris Alum-O-Lith dealer for these new chemicals or write: Lithoplate, Inc., El Monte, California or Cleveland, Ohio.

**HARRIS
SEYBOLD
COMPANY**

LITHOPLATE, INC.

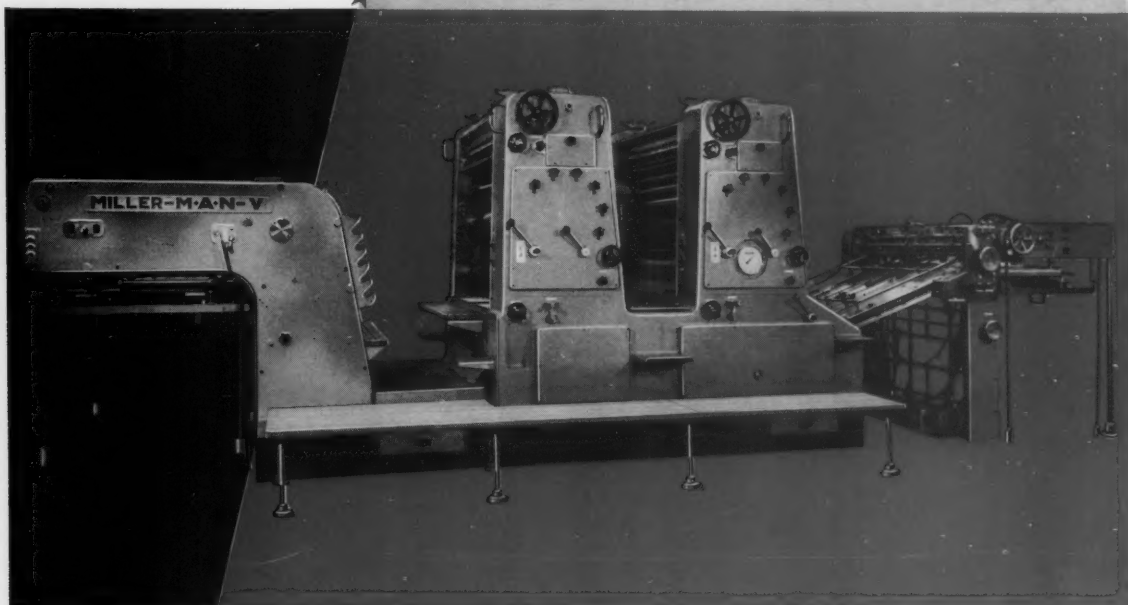
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**MILLER
M·A·N
OFFSET
PRESSES**

CHEST-HIGH INKERS
STREAK-FREE OPERATION
FAST REGISTER
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UNIT CONSTRUCTION

...all of which mean

GREATER PROFITS



Printing is an *art* and a *business*.

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Miller-M.A.N. presses deliver more saleable sheets per hour, which means more dollars *earned* for each dollar *spent*.

We'll be glad to send you a copy of our informative 20-page brochure which describes these presses. Write for it today.



MILLER PRINTING MACHINERY CO.

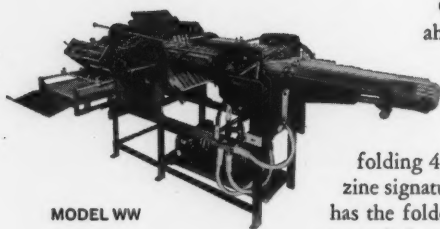
1135 Reedsdale Street, Pittsburgh 33, Pa.

MILLER PRINTING MACHINERY CO. OF CANADA LIMITED

730 Bay St., Toronto 2, Ontario

7 Clevelands...

*All Years Ahead in Utility, Speed
and Earning Capacity...
Proved by Performance, NOT just idle claims!*



MODEL WW
14 x 20"

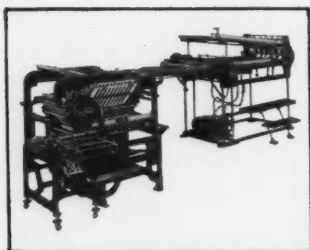
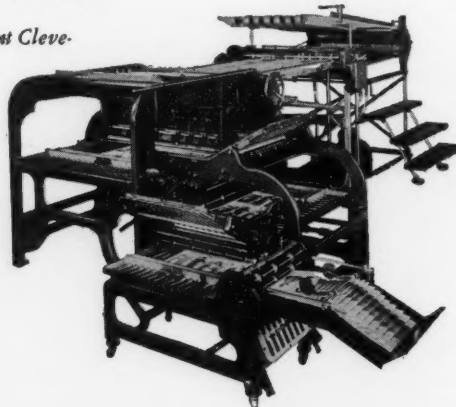
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There's a Cleveland for every folding job, ready to prove its versatile superiority. Whether your requirements call for folding 4-page circulars, inserts, greeting cards, magazine signatures... numberless special jobs... Cleveland has the folder needed to handle it the best and most economical way.

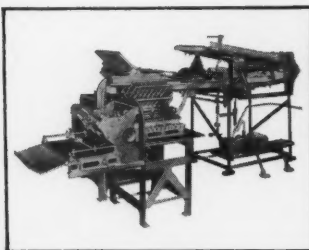
When you buy a Cleveland folder you've made an investment in profitable production. Don't be satisfied with less.

Send for complete information on the 7 great Cleveland Folders.

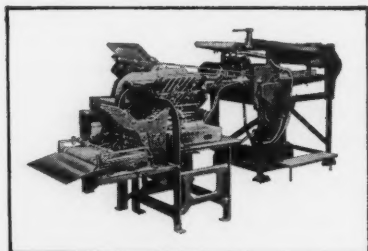
MODEL KK
44 x 58"



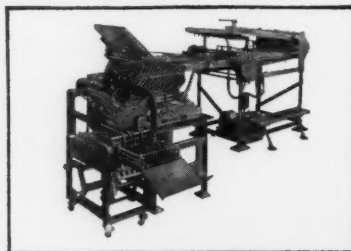
MODEL MM 28 x 44"



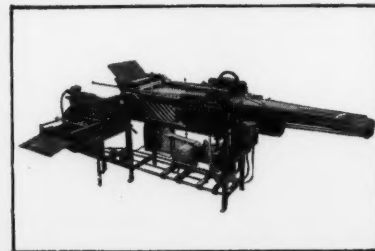
MODEL OO 22 x 28"



MODEL OS 19 x 25"



MODEL MS 25 x 38"



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First Choice because—ATLANTIC BOND looks better...it's a *whiter*, brighter white. It has snap and crackle...feels more important.

First Choice because—ATLANTIC BOND is the only paper which shows the substance weight as part of its watermark.

First Choice because—ATLANTIC BOND is better-formed. Impressions take better—look more sharp and clean. The "just right" bulk and rigidity mean smoother running always.

Give your message the importance it deserves—on ATLANTIC BOND...first in its field in sales. Ask your Eastern Corporation Merchant for a sample packet, available in white and a wide range of colors.

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counts first

Atlantic is 1st in sales
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genuinely watermarked
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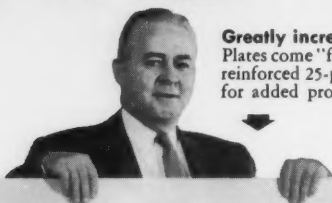
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BIG NEWS



Greatly increased protection—3M
Plates come "factory-fresh" in heavily-
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about

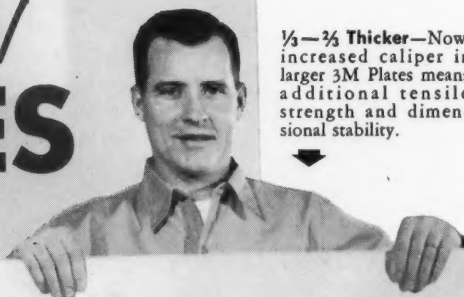
3M Plates B R A N D

Up to 40" x 48"—Today, continue to enjoy 100%
consistency and superior quality with 3M Plates on
larger presses up to 35 x 45.



NEW
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1/3—2/3 Thicker—Now,
increased caliper in
larger 3M Plates means
additional tensile
strength and dimen-
sional stability.



NEW
CALIPER

All this... at
no increase in price!

Again, 3M research based on field reports
points the way to greater efficiency and
convenience for lithographic platemakers and
pressmen. This big news—increased caliper on
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and the new protective "factory-pack"—is
another forward step by the makers of 3M Brand
Plates to effect more economies in your shop
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Surface firmness is built into all of Fitchburg's fine offset papers. Their firm surface does not pick or lift to make specks and spots that mar reproduction and must be cleaned from the press. Minimizing press down-time effects lower running costs.



Diamond-White Vellum



FITCHBURG PAPERS

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Parchment

This brilliant white sheet has a beautiful printing surface that lithographers everywhere know can be depended upon for reliable press performance and excellent reproduction qualities.

Write to the mill for sample sheets and complete information on Diamond-White Vellum. There's no obligation.

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NEW YORK OFFICE: 250 PARK AVE., N.Y. 17



Modern reproductions call for...



ANSCO Reprolith Film (Regular and Thin Base)

AnSCO Reprolith Regular is a color-blind film for line and half-tone negatives from black-and-white copy; also for contact printing and similar reproduction methods.

AnSCO Reprolith Thin Base has the same emulsion, but is specially designed for deep etch positives and dot etching. About .004" thin, it permits "printing through" without loss of detail. Both films may be handled in yellow safelight.

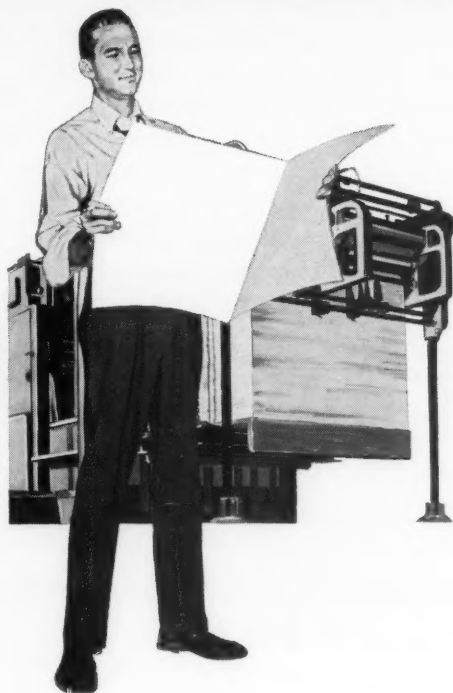
For finest results, use *AnSCO Reprodol*, the fast-working developer yielding maximum density and high contrast. For a hardening formula, you can't beat *AnSCO Acid Fixer*, the easy-to-dissolve powder for rapid mixing.

ANSCO, Binghamton, New York. A Division of General Aniline & Film Corporation. "From Research to Reality."

AnSCO . . . graphically the finest since 1842

Talk about value!

Consolidated Offset Enamels are DOUBLE COATED *at no extra cost!*



Not a penny more for all the added performance advantages you get only with double coating!

High stability . . . quick ink setting . . . superior pick resistance . . . maximum uniformity . . . brighter color! These are just a few of the advantages that assure you trouble-free press performance and sparkling results *every time* with double coated Consolidated Offset Enamels!

What's more, you enjoy these advantages in every grade—PRODUCTOLITH, CONSOLITH GLOSS and CONSOLITH OPAQUE. All are double coated right on the paper-making machine in one continuous high-speed operation. There are no extra manufacturing steps—*no extra cost!*

FREE TRIAL SHEETS! Next time you're running a job, ask your Consolidated merchant for free trial sheets to compare with the offset paper you're using. Then check performance, results and costs. Once you see the big difference, you'll agree Consolidated Offset Enamels are today's outstanding paper values!

Consolidated

ENAMEL PRINTING PAPERS

a complete line for lithographic and letterpress printing

CONSOLIDATED WATER POWER AND PAPER COMPANY
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THE DIFFERENCE BETWEEN

EVEN DAMPENING CONTROL

and A WET THREAD

Perfectly uniform moisture distribution over the lithographic plate is the secret of superior offset printing. And it's this uniform distribution that makes AQUATEX-DAMPABASE so far better than other dampening roller coverings.

Dip an untreated thread in water, and watch the drops fall off haphazardly. This is uncontrolled moisture distribution, which leads to faulty inking and poor impressions. But the same test on chemically-treated Aquatex or Dampabase shows the tremendous absorptive power of these seamless knitted coverings—power to retain and distribute moisture evenly to every corner of every plate, and to produce better impressions consistently.

Besides exact dampening control, Aquatex and Dampabase assure you a lithographic plate free from lint and fuzz. They can't "creep" or wrinkle, and their smooth, uniformly-thick surface keeps plates in top condition for thousands more impressions. New pre-cut lengths with drawstrings or laces make it easier than ever to put Aquatex and Dampabase on your dampening rollers.

Insist on genuine Dampabase undercushion and Aquatex outer covering for best lithographic results. Order them from your lithographic supply house. In Canada, Canadian Fine Color Company.

A SIZE
FOR
EVERY PRESS



GODFREY ROLLER COMPANY

Roller Makers for 92 Years

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GET FINER OFFSET REPRODUCTION PLUS EASIER PLATE PROCESSING WITH



LEVEY Bi-Metallic PLATES

THE ORIGINAL COPPER-STAINLESS STEEL OFFSET PLATE

The success of the Aller Process for offset reproduction has been phenomenal. Lithographers from coast to coast are

enthusiastic. If *you* have not used it we suggest a trial on your next run. Below are listed the benefits you will experience:

1. Aller Process Plates are ideal for WEB OFFSET. The stainless steel base resists cracking—plates can be lifted and put back on the press many times. They can also be pulled up tight for perfect register over long runs at high speed without stretch or metal fatigue.
2. Reproductions can be made from negatives or positives with equal ease.
3. Runs of over 1,000,000 are normal, and runs of 2,000,000 are not uncommon.
4. Reproduction is sharper and cleaner. Sharpness is maintained throughout the run.
5. Through us you have access to a full line of improved chemicals for Aller Process or other type plates.



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MACHINERY DIVISION

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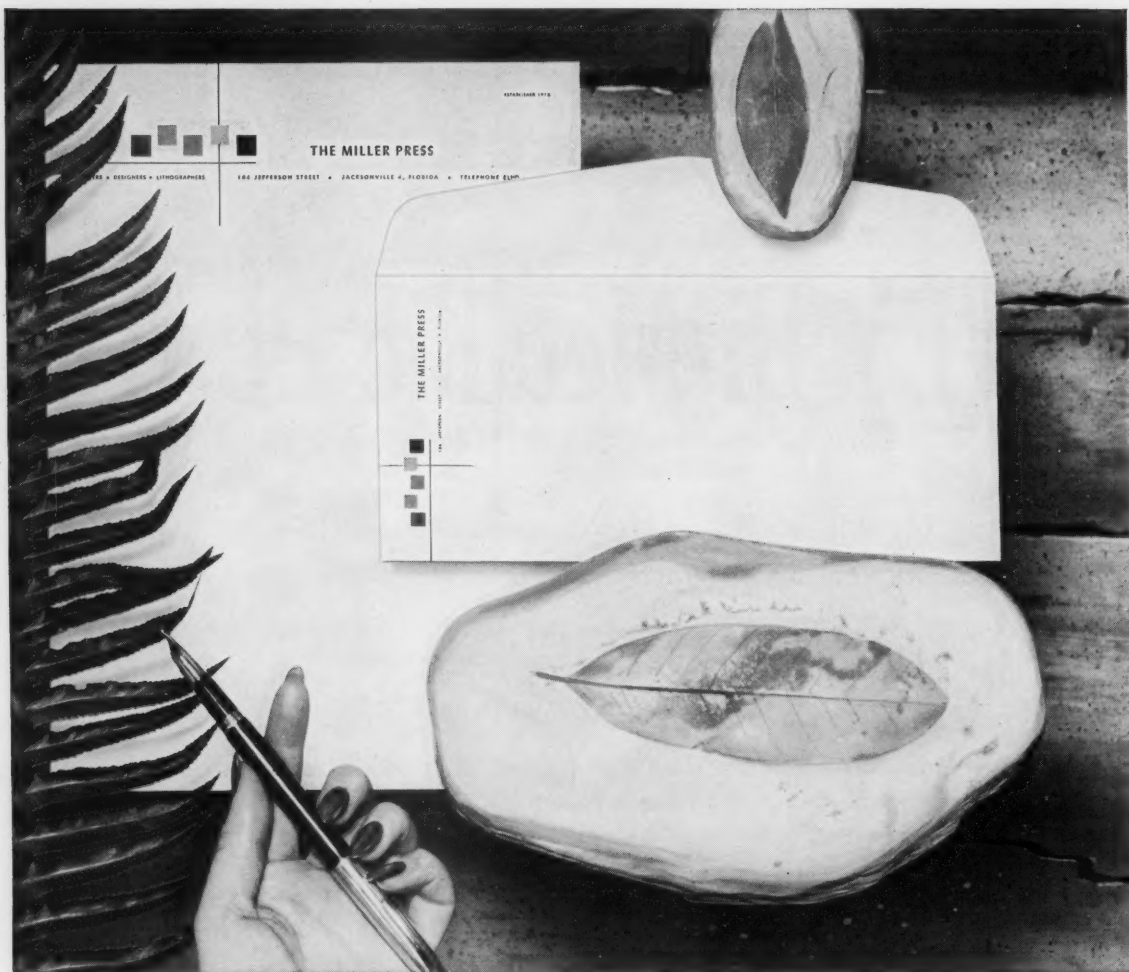
A DIVISION OF COLUMBIAN CARBON COMPANY

A NEW BUILDING FOR LEVEY PLATES

To provide the necessary expansion for Aller Process Plate production a new building, approaching completion, is going up at the Machinery Division quarters. New modern facilities will assure you of the utmost in quality and service.

For further information call
SAratoga 7-5008

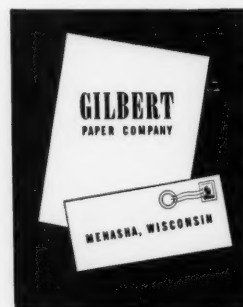
Impression....



Gilbert Papers

You'll find a bonus of impression for your correspondence when you use a Gilbert Quality Paper. Made with new cotton fibres these papers are outstanding for crisp beauty and performance. Tub-sized, air dried, they provide a superb cockle finish and excellent erasure. Priced no higher than other cotton fibre papers. Ask your Gilbert Merchant for samples.

28 Full Pages of Gilbert Advertising reach your best customers in *FORTUNE*,* *DUN'S REVIEW & MODERN INDUSTRY*,* *ADVERTISING REQUIREMENTS*, *BEST'S INSURANCE NEWS*, and *OFFICE* during 1957. *FOUR COLOR INSERTIONS



A GOOD LETTERHEAD IS ALWAYS BETTER...PRINTED ON A GILBERT COTTON FIBRE PAPER

CUT PROCESS EXPOSURE TIME

IN HALF

with GRAFARC HIGH INTENSITY ARC LAMPS

GRAFARC 95 AMPERE PRINTING LAMP

For use with vertical
printing frames under
40" x 50"

GRAFARC 140 AMPERE PRINTING LAMP

For use with vertical
printing frames 40"
x 50" and larger.

Sharper reproduction. Dot under-
cutting eliminated. Uniform coverage
of large areas. Illumination variables absolutely
eliminated.

Accurate density control regardless of line voltage
variations. Constant color temperatures. Power-packed for
dense Kodachromes.

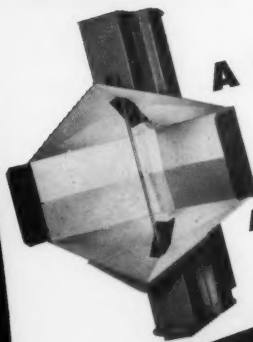
Motor-driven . . . fully automatic . . . reliable. Overhead
printing lamps available for use with horizontal printing
frames. Burn in normal position, avoiding smoking of re-
flector and preventing ash from depositing on surfaces in
the light path.

Models for Monotype Huebner MH
photo composing machines assure pre-
cise control of intensity for accurate
repeats.

Priced Unbelievably Low!
A NEW AND BETTER CAMERA ARC LAMP
The Grafarc Challenger

Dual function motor advances carbons, strikes the arc, establishes correct
gap length, and feeds carbons so as to maintain proper gap.

ACCURATE EXPOSURES OF AS SHORT AS FIVE SECONDS
2 Models: 75 and 110 amperes high intensity.



See your Graphic Arts Supply
Dealer or send coupon for
literature.

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Please send free literature on Strong Grafarc Lamps.

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NUTRAN PRODUCTS

- Retouching Dyes which lay evenly, penetrate easily into the emulsion and are fast to light.

Neutral Grey Red

and special shades which are close to silver densities, #333, #444, Neo.

- Retouching Dye Remover.
- Staging lacquers for Liquid masking.

Overlay Lacquer Cutting Lacquer and Thinners

- Opaques, which flow well, leave thin film. Do not crack nor peel.

Black, Red Water Soluble Alcohol Turpentine

- Quicktone, an aid to stripping.
- Electronic Control Equipment.

Densitometer Reflection Meter Timer Gravure Microscope Light Integrator Temperature Control Sinks Mixing Valves

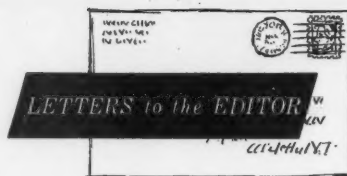
- Selvyt Cloth—lint free for dry polishing of screens and lenses.

Plexiglas Trays

11 x 14, 14 x 17, 16 x 20, 20 x 24,
20 x 30, 22 x 28, 30 x 40, 36 x 52

Request Technical Data

HENRY P. KORN
5 BECKMAN STREET
NEW YORK 38, N. Y.
REctor 2-5808



Paper Dampeners

Dear Sir:

An article in a recent issue of your magazine was followed by the statement that "ML would like to learn of any other manufacturers of materials of this type."

The material referred to was rubber bases for the dampening end of offset presses in use with paper dampeners.

Please be advised that Sam'l Bingham's Son Mfg. Co. manufactures these bases, and also sells the paper for their covering.

K. E. Butler, Vice President
Sam'l Bingham's Son Mfg. Co.
Chicago

Likes Coverage

Dear Sir:

May I say that I think it is really wonderful that you would give the Southern Graphic Arts Association a double spread in your March issue on the convention. This is all very favorable publicity and adds

great prestige and stature to the southern group. You are to be highly commended.

J. Tom Morgan, Jr.,
President, SGAA

ML is happy to give coverage to graphic arts groups concerned with lithography. If other groups have been neglected, why not appoint a publicity chairman right now?—
Editor.

Keep ML Coming

Dear Sir:

Many thanks for the renewal reminder . . . Please continue to send the issues without interruption. May I compliment you upon the high quality of this technical journal.

Wilfred Hill
Barnsley, Yorks, England

Wants Film List

Dear Sir:

We are setting up a committee here at our Vermont plant for the purpose of keeping our employees up to date on progress being made in our industry. We are considering the use of educational films for furtherance of this education.

As I recall, I observed in a not too distant issue of your magazine that you pub-

(Continued on Page 137)



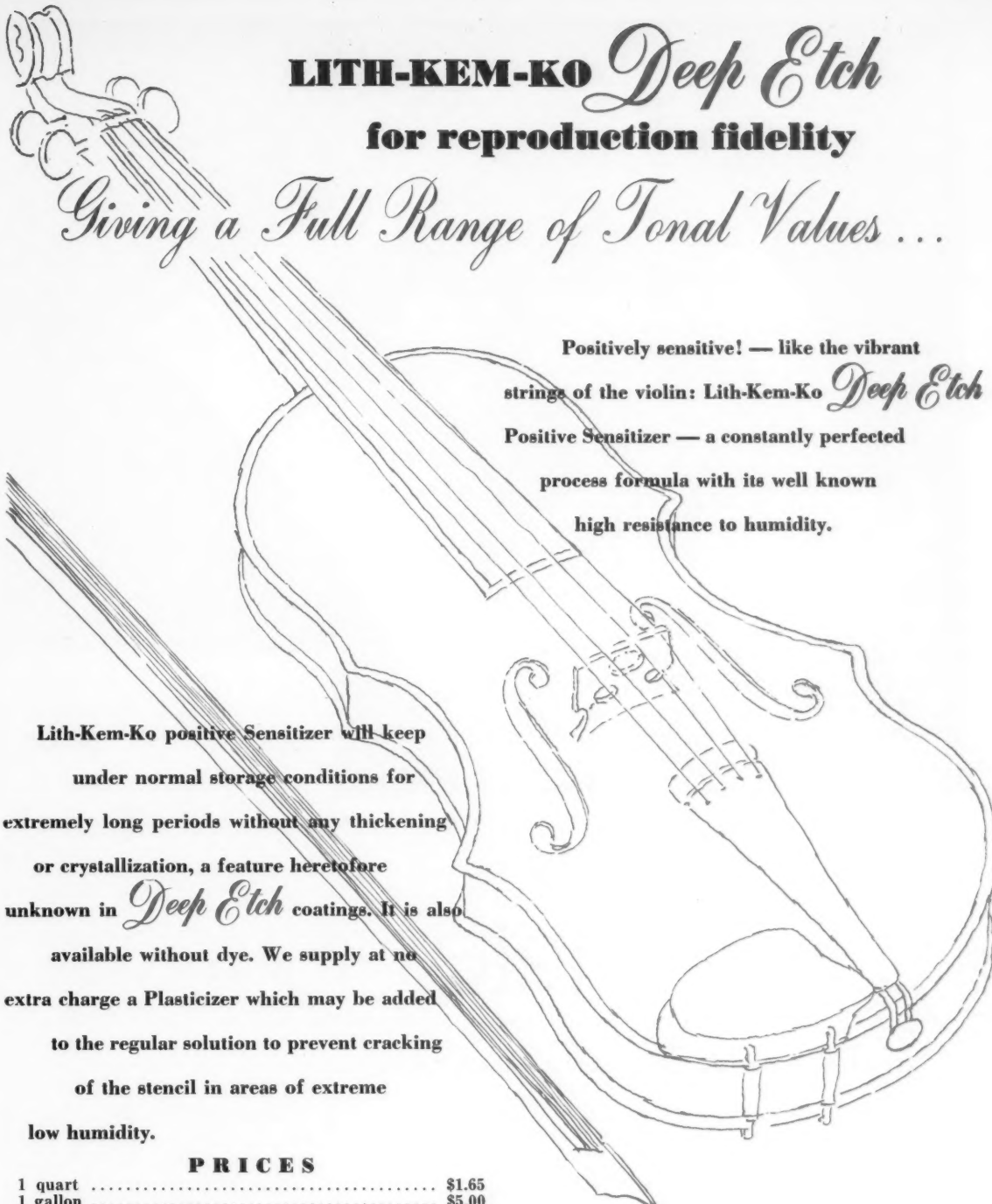
Sell Litho



HERE'S AN IDEA that any lithographic salesman could exploit in his own city. Sell merchants on the idea of making their reminder cards into advertising pieces for the company. Take the case of the Elgin National Watch Co., Elgin, Ill., which has been supplying its 20,000 jewelers with post cards for the past seven years.

Lowell J. Kuhn, advertising production manager of Elgin, said the idea and designs were originated in the company's advertising department. They are lithographed by Huron Press, Chicago, and W. A. Krueger Co., Milwaukee. Card above is black and white. Others use color. Cards are supplied to the jeweler, imprinted, at 2½ cents each, including postage. One-quarter million are used each year, with great success, according to Mr. Kuhn.

Have you had an idea for a novel use of offset, or have you played a part in selling such a job? If so, why not share your experience with other readers in this column. If response warrants, it will be a regular feature in ML. Please send a sample or photo with your letter.



LITH-KEM-KO *Deep Etch*

for reproduction fidelity

Giving a Full Range of Tonal Values ...

Positively sensitive! — like the vibrant
strings of the violin: Lith-Kem-Ko *Deep Etch*
Positive Sensitizer — a constantly perfected
process formula with its well known
high resistance to humidity.

Lith-Kem-Ko positive Sensitizer will keep
under normal storage conditions for
extremely long periods without any thickening
or crystallization, a feature heretofore
unknown in *Deep Etch* coatings. It is also
available without dye. We supply at no
extra charge a Plasticizer which may be added
to the regular solution to prevent cracking
of the stencil in areas of extreme
low humidity.

P R I C E S

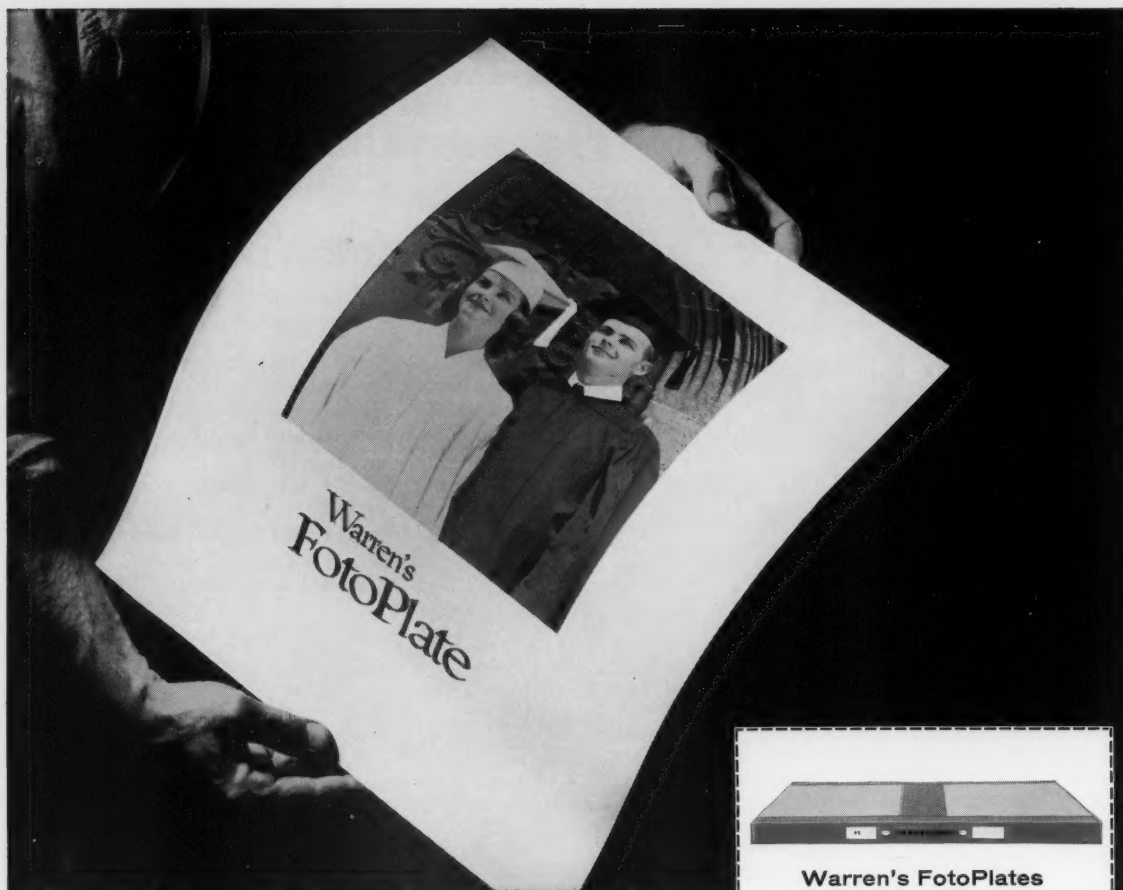
1 quart	\$1.65
1 gallon	\$5.00
4—1 gallons, per gal.	\$4.25
12—1 gallons, per gal.	\$4.00
24—1 gallons, per gal.	\$3.75

(Prices slightly higher on the West Coast.)

Write for your copy of the LITH-KEM-KO Catalog. It gives complete information on products and instructions on platemaking.

**LITHO CHEMICAL
& SUPPLY CO., INC.**

44 HARRIET PLACE - LYNNBROOK 1, I. NEW YORK
1506 SANTA FE AVE. LOS ANGELES, CALIFORNIA



Warren's FotoPlate

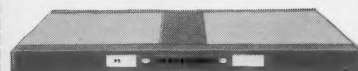
(PRESENSITIZED LITHOGRAPHIC PLATE)

GIVES YOU A TRIPLE ADVANTAGE

1. *It delivers the finest reproductions of halftones.*
2. *Does this with economy.*
3. *And does this with speed and ease.*

Warren's **FotoPlate** possesses excellent dimensional stability. Lithographers like **FotoPlate** because no special technique is required. With **FotoPlate**, more good plates can be made and on press in a working day.

Investigate the advantages of **FotoPlate** for yourself. Get further details and special instruction booklet from any FotoPlate distributor, or communicate with the manufacturer's headquarters: **S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.**



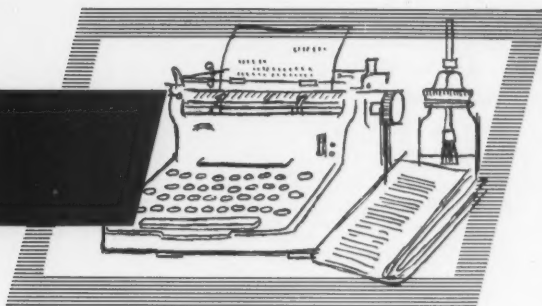
Warren's FotoPlates
are available
in the following sizes

Twenty-five plates to a package.
Four packages (100 plates) to a carton.

10 x 16	27¼ x 28¾
17½ x 16	27¼ x 30
15¾ x 20½	26¾ x 31
20 x 22¾	25½ x 36
19¾ x 23	26¾ x 36
19¾ x 24½	29½ x 36
22½ x 30	30¼ x 35
24½ x 30	32 x 41
	32½ x 43



EDITORIALS



LNA Exhibits Pay Off

FOR seven years now, the Lithographers National Association has been sponsoring its Lithographic Awards Competition and Exhibit. It has cost a lot of money to promote, prepare and display, but there have been several recent indications that it is paying real dividends to offset—both in prestige and good hard cash.

First, there is the fact that the United States Information Agency is sending the winners from the 6th Exhibit pieces to West Germany for a tour, starting in Bonn, "to give the Germans a picture of the American way of life." A showing of the 7th Competition will follow.

Then there were the flattering remarks made by a letterpress promotion committee that "... the offset printers have been more aggressive in their promotional efforts than have printers devoted to other processes ..."

As for the cash benefits that have accrued to lithography because of the yearly competitions, they are not so easy to pinpoint, because of the many intangible factors that influence printing buyers. But one concrete example was mentioned by John M. Wolff, LNA vice president, in a talk at the recent convention.

Here's the story as he told it:

I would like to give you an illustration of how the Competition produces cash benefits for our members. I am sure the case I am about to cite can be multiplied by many other members. In 1952 the H. S. Crocker Co. won an award for a series of three inserts it produced for the Church of Jesus Christ of the Latter Day Saints. The paintings used were those of the famed religious artist, Arnold Friberg.

These award winning pieces were seen in the LNA Exhibit and admired by a Swedish publisher who later managed to secure a set of the Crocker inserts. The same publisher, a few years later, heard that Cecil B. DeMille had embarked on a world-wide search for a painter of religious art for his contemplated epic production of "The Ten Commandments."

I might add that long before one of DeMille's inspirational biblical movies is filmed thousands of sketches and paintings are created to portray visually the scenes, characters and the action. The Swedish publisher forwarded his set of in-

serts to Mr. DeMille for examination. Instantly, DeMille knew that Arnold Friberg was the artist he was seeking.

Arnold Friberg was contacted and employed to prepare the paintings as a guide for the production of "The Ten Commandments." When the picture was completed Mr. DeMille suggested to Paramount Pictures that they award Mr. Friberg a franchise to produce a souvenir program. When Mr. Friberg received the concession to publish the program, he quite naturally turned to the H. S. Crocker Co., who had so beautifully reproduced his paintings for the 1952 inserts.

The story which began with an LNA Award to Crocker in 1952 came to a close with a happy ending. Crocker received an excellent order which will continue to repeat as long as "The Ten Commandments" is shown in the nation's theatres. LNA's Awards Competition is a business-getter for our members who know how to take advantage of it.

If it is true, as many suspect, that many printing buyers—much less laymen—are still in the dark about what lithography is and, more important, what it can do, the LNA competition is shedding some strong (multi-color) light on the subject.

No More Third Class Mail?

Just what would it mean to the lithographing industry if the post office ever drops the axe on third class mail? As this issue went to press, it looked as though we might find out. The Post Office department announced plans to cut out the service on April 29 if sufficient funds were not forthcoming to operate a full postal program. At press time, however, it looked as though Congress would give Post Master Summerfield what he has been demanding, with prospects good for at least a temporary settlement.

But if agreement is not reached now or some time in the future, the reduced mail service would be a real blow to lithography. Thousands of persons would be thrown out of work in direct mail and related firms. Reuben H. Donnelley Corp., for instance, announced plans to close its four direct mail plants, employing 4,100, if and when third class is dropped.

Hundreds of litho firms would find their major
(Continued on Page 101)

A SUPREME COURT decision last month gave dramatic emphasis to a panel discussion on industrial relations at the Lithographers National Association annual convention. The meeting was held at the Greenbrier Hotel, White Sulphur Springs, W. Va., April 1-3.

In a decision reported April 2, the Supreme Court ruled that an employer association may effect a general lockout when a union bargaining with it strikes against one member of the employer group to put pressure on the others.

Although the ruling was made in another industry it will apply to all industries.

Only the day before, Christopher W. Hoey, partner in the firm of Davies, Hardy & Schenck, New York had discussed this situation as part of a panel discussion on industrial relations. Returning to the LNA platform the following day to announce the Supreme Court decision, he said that the ruling means that a multi-employer association now has a legal weapon: the lockout.

"Unions will be aware that management has this weapon and the whole tenor of management's bargaining position will be improved," he declared. Mr. Hoey, however, went on to caution against reckless use of the lockout.

Supreme Court Decision

He explained that the Supreme Court by a unanimous 8-0 vote reversed a decision by the second circuit court of appeals in New York on a question involving a strike in Buffalo. The New York court had held that the action of other employers in locking out the union after the union had struck one member plant was illegal. This ruling was reversed by the high court.

The panel discussion on industrial relations shared the spotlight with another special discussion on tax problems for closely-held corporations, and the profit picture in lithography for 1956. Other talks concerned LNA's role in the growth of lithography, the potential for lithography, and a progress report on the activities

of the Lithographic Technical Foundation.

On Monday and Wednesday afternoons section and product group meetings were held by lithographers interested in bank stationery, greeting cards, posters, platemaking, labels, and books.

Rainy weather during most of the convention put a slight dampener on the atmosphere at the resort, but the

1st Row: (l-r.) Edward K. Whitmore, Oberly and Newell; R. R. Heywood, Jr., R. R. Heywood, Inc.; Maurice Saunders, retired director of LNA; John S. Miller, Gazette Printing Co., Ltd.; Mr. and Mrs. Arthur H. Mahnken, and Mr. and Mrs. Matt J. Leckey, all of Sinclair & Valentine Co.

Large attendance at 52nd annual

Profits, Taxes

largest LNA attendance in recent years seemed to have a good time despite the adverse conditions.

The golf tournament went off as scheduled on the second afternoon and the three suppliers cocktail parties were especially successful, being highlighted by the president's reception on the third evening, preceding the annual dinner and entertainment.

W. Floyd Maxwell's report on Lithographic Profits was slightly more encouraging than in recent years, but the profit situation in lithography still is not what it should be, he said. (*The complete text of Mr. Maxwell's report, with charts, may be found on page 38 in this issue.*)

Mr. Hoey's talk on multi-employer bargaining was just one facet of a well-rounded panel discussion on employee relations. Other speakers discussed such topics as collective bargaining from the mediator's viewpoint, and a review of negotiations during the past year.

In discussing multi-employer bargaining, Mr. Hoey said that many companies bargain individually but

2nd Row: (l-r.) John T. Porter, D. G. Manley, ATF; Mr. and Mrs. W. B. McCoy, Stecher-Traung; D. E. Murray, ATF; John M. Wolff, LNA vice president, Carl N. Reed, LNA president; Lorenz L. Schmidt, Schmidt Lithograph Co.; Norman L. Rowe, Ideal Roller; Joseph McConaughy, Jr., Harris-Seybold.

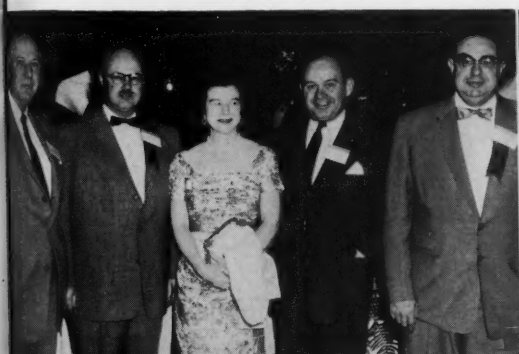
3rd Row: (l-r.) Mrs. Joseph C. Hoover, Joseph Hoover & Sons Co.; Mr. and Mrs. William E. Zabel, Zabel Bros. Co.; Mrs. Theodore M. Broadston, Harris-Seybold; Kurt E. Heinrich, Eastern Colortype Corp.; Ren R. Perry, Harris-Seybold; W. F. Cornell, Interchemical Corp.; Mr. and Mrs. John L. Kronenberg, S. D. Warren; Mr. and Mrs. Harry Grandt, Roberts and Porter.

4th Row: (l-r.) W. J. Volz, U. S. Printing & Litho.; John F. Devine, and Edgar B. Flint, both Howard Flint Ink Co.; Mr. and Mrs. Howard Seel, Harris-Seybold; M. S. Burroughs, Dexter Folder Co.; James G. Strobbridge, and Harold A. Merten, both Strobbridge Lithographing Co.; B. P. Nilles, Rapid Roller Co.



Convention of LNA at Greenbrier hears talks on

and Industrial Relations





LNA Board members and officers (l-r.) Edward E. Loebe, The Regensteiner Corp., Chicago; Thomas Stevenson, Jr., Stevenson Photo Color Separation Co., Cincinnati; Randolph T. Ode, The Providence Lithograph Co., Providence; LNA Treasurer J. L. Landenberger, Ketterlinus Lithographic Mfg. Co., Primos, Pa.; John H. Harland, John H. Harland Co., Atlanta; LNA vice president John M. Wolff, Western Printing & Litho. Co., St. Louis; Harold A. Merten, The Strobridge Lithographing Co., Cincinnati; LNA president Carl N. Reed, Niagara Lithograph

Co., Buffalo; E. E. Jones, Graphic Arts Corp. of Ohio, Toledo; LNA chairman of the board Carl R. Schmidt, Schmidt Lithograph Co., San Francisco; Milton E. Kingsley, The Providence Lithograph Co., Providence; Maurice Saunders, honorary chairman of board, *Lithographers National Assn.*, New York; R. J. Wrenn, Stecher-Traung Lithograph Corp., San Francisco; W. Floyd Maxwell, executive director, *Lithographers National Assn.*, New York; R. N. Kauffman, H. S. Crocker Co., Inc., San Francisco; and Edward K. Whitmore, Oberly & Newell, New York.

that in some cases, particularly in the lithographic industry, a local association will act as the bargaining agency.

"Individual companies generally accept the policies of the local association, but not every company takes part in the planning," he stated. He urged all members to take an interest in the bargaining activities.

"Don't file the contract away in the bottom draw of your desk and leave it there until the next period of negotiations comes around," he advised. "Take it out in periods of calm and try to improve on it so that you will be ready with suggestions the next time your association sits down with the union."

Local Bargaining

Management relations with the union must be honest, he concluded, offering these three points for local members to consider:

1. Get the best contract and take an active part in securing it.
2. Keep up your activity and your interest all during the year.
3. Take out the contract from time to time during the year and look for improvements.

"Unions sense the reluctance of employees to enter the arena of negotiations" he told the group "and they often take advantage of this reluctance."

He advised against sympathy strikes pending the Supreme Court decision, which at the time he was speaking had not yet been filed.

In opening the discussion, Quentin O. Young, LNA director of industrial

1958: Phoenix

The 1958 convention of the LNA will be held in the Arizona Biltmore Hotel, Phoenix, Arizona, April 26-28. The Association will return to the Greenbrier Hotel in 1959 on April 16.

relations, talked about settlements in 1956 in Philadelphia, Racine, Wisconsin and Seattle. He said the pattern generally had been a 12 to 14 cents an hour increase for 1957 with a further wage hike of 10-11 cents for 1958.

He said that since most lithographic offices and sales personnel are not unionized "you have in effect a non-union shop." He urged fair consideration for non-union personnel as well as for union members.

Leadership Needed

He said that it is vital for management to obtain a position of leadership. This takes a lot of work. He offered four suggestions to improve leadership:

1. Examine your plant with an "industrial conscience" and treat employees as individuals.

2. Find out what is going on in your plant. What do your employees think?

3. See that your wages, working conditions and fringe items compare favorably with other companies in the industry. Determine your supervisor-employee relationship to see that it is an effective one.

4. Make sure your personnel program is an effective one.

Mr. Young cited figures that showed that only 20 percent of recent graduates from a graphic arts institution had gone directly into printing, whereas 80 percent were in fringe areas, such as advertising agencies and graphic arts suppliers. He said these figures indicate the need for a continuing search for more and better talent for the graphic arts.

James S. Armitage, Chairman of the LNA labor relations committee, introduced the other speakers on the panel.

The legal aspects of litho contracts were investigated by Theophil C. Kammholz, Vedder, Price, Kaufman & Kammholz, Chicago. He traced the growth of unions since the Wagner Act, in 1935, from approximately 3,000,000 members to the present total of more than 18,000,000 and

the present position of great financial strength and power. He said the abuse of that power now is under investigation.

"There are much more dramatic disclosures to come in the McClellan Committee hearing" he declared, "and the events in Washington will influence all future labor relations.

He said the current abuse of power by some union leaders could be likened to the "public be damned" attitude of management at the turn of the century before the introduction of federal anti-trust laws. He added that he thinks stronger legal measures for controlling unions are in the offing and he added that payments by management to union leaders also will be investigated.

Mr. Kammholz also mentioned the dispute between the ALA and the ITU concerning jurisdiction over pasteups in litho plants. He reminded the group that in December an NLRB decision held that the ALA had jurisdiction over phototypesetting in Seattle.

After Mr. Hoey's talk, Joseph F.

Directors

Newly elected directors of LNA are Vernon K. Evans, president of Veritone Co., Chicago; J. Louis Lanfenberger, president of Ketterlinus Lithographic Mfg. Co., Primos, Pa.; Harold A. Merten, vice president of the Strobridge Lithographing Co., Cincinnati; Alfred F. Rossotti, president of Rossotti Lithograph Corp., North Bergen, N. J.; and Reginald F. Towner, executive vice president of the Jersey City Printing Co., Jersey City. Reelected to the board were Malcolm Dennison, vice president of Rocky Mountain Bank Note Co., Salt Lake City; and Edward K. Whitmore, president of Oberly & Newell Lithograph Corp., New York. Clark R. Gregory Jr., president of the Herald Printery, Louisville, was elected chairman of the bank stationer's section of LNA.

Finnegan, director of federal mediation and conciliation service, Washington, talked about collective bargaining from the mediator's viewpoint.

"There is no certainty in labor relations," Mr. Finnegan advised, giving the example of the escalator, or cost of living, clauses which were so popular a few years ago and then went out of fashion. "Now these clauses are regaining popularity."

Role of Mediator

Mr. Finnegan used three examples from recent labor relations situations to illustrate three roles of the mediator. These situations were the Westinghouse-IUE strike, the steel strike and the ILA-Longshoremen's strike.

In the Westinghouse situation, he said, both parties had become so emotional in the many months of controversy that mediation provided a successful third party to help them resolve their differences. "The steel strike got off to an amiable start," he recalled "because mediation had

(Continued on Page 109)

Others at the Greenbrier: Top row: (l-r.) John Rassmussen, Amsterdam Continental; Ferd Voiland, state printer of Kansas; Ernest K. Baudhein, Mueller Color Plate Co.; Mr. and Mrs. Edward E. Loebe, Regensteiner Corp.; Herbert W. Morse, LNA public relations director; Mr. and Mrs. Bernard Sears; Mr. and Mrs. Ernest E. Jones; all of Graphic Arts Corp. of Ohio; Mr. and Mrs. Thomas Stevenson, Stevenson Photo Color Separation Co. Bottom row: Mr. and Mrs. Charles F. Roberts, Brett Litho-

graphing Co.; H. N. Love, Ideal Roller; Lester Reiss, E. P. Lawson Co.; (upper) Gerald Mathison, Michigan Lithographing Co.; Mrs. F. F. Chaplin; Mrs. Mathison; F. F. Chaplin, Allied Paper Co.; (lower) Mr. and Mrs. Reginald Towner and daughter Marilyn, Jersey City Printing & Litho. Co.; Richard Kauffman, H. S. Crocker Co.; Carl N. Reed, LNA president, W. Floyd Maxwell, LNA executive director. The convention was held in White Sulphur Springs, W.Va., April 1-3.



How were your PROFITS

LNA Survey for 1956 Shows:

- *Net profits up from 3.1 to 3.7%, highest in recent years*
- *Striking improvement for smaller firms particularly in 'Under \$500,000' bracket*
- *Most lithographers expect equal or better profits in 1957*

IN presenting our report on profits in the lithographic industry for 1956, their comparison with 1955 and the recorded profit-expectations for 1957, it is desirable to summarize briefly some of the facts of our general business and industrial picture as a back-drop for the discussion of our own profit position.

It would appear that in 1956, Americans earned more, spent more and saved more than in any previous year in history.

For the year as a whole, Gross National Product—the estimated market value of all goods produced and of all services performed—rose to \$412,000,000,000, an increase of 5½ percent over 1955. Preliminary figures for the fourth quarter reflect an annual level of \$424,000,000,000. According to the National Industrial Conference Board, the range of estimates for GNP for 1957 average out at about \$430,000,000,000. These figures suggest that, barring any unforeseen sharp ups or downs, the year 1957 may take the form of a record high plateau—with activity averag-

ing out only slightly above the high levels of the fourth quarter of 1956.

Business optimism recently seems, for a variety of reasons, to have been tempered somewhat. Thus, later on in this report, you will note that in forecasting profits for 1957 as compared with 1956, lithographers are less optimistic than in their previous year's forecast.

Turning now to corporate profits in 1956, it is yet too early to compile final reports. However, the March issue of the *Monthly Letter* of the First National City Bank of New York contains an interesting analysis of corporate earnings so far reported for 1956. For 2,550 companies combined net income, after taxes, was up about 3 percent in 1956 as compared with 1955. This contrasts with a gain for 1955 over 1954 of 26 percent.

Roughly half of these 2,550 companies, classified in 19 industrial groups, represent general manufacturing and in this broad group combined net earnings were practically unchanged in 1956. However, excluding automobiles and parts, which suffered

a 34 percent drop in earnings because of disappointing sales last year, other manufacturing earnings were up about 8 percent. Some industrial groups substantially exceeded this average—as, for example, clothing and apparel, 13 percent; drugs, soap and cosmetics, 24 percent; paint and varnish, 18 percent; petroleum production and refining, 13 percent; metal products other than iron and steel, 11 percent, and miscellaneous manufacturing, 12 percent. The increase for food products and for paper and allied products was close to the average while beverages and chemical products recorded slight net losses.

Across this broad sample of industry what was the relationship in 1956 between sales and earnings? Well, 58 percent had increases in both sales and earnings; 7 percent, smaller sales but higher earnings; 20 percent, larger sales but smaller earnings and the remaining 15 percent reported both smaller sales and smaller earnings.

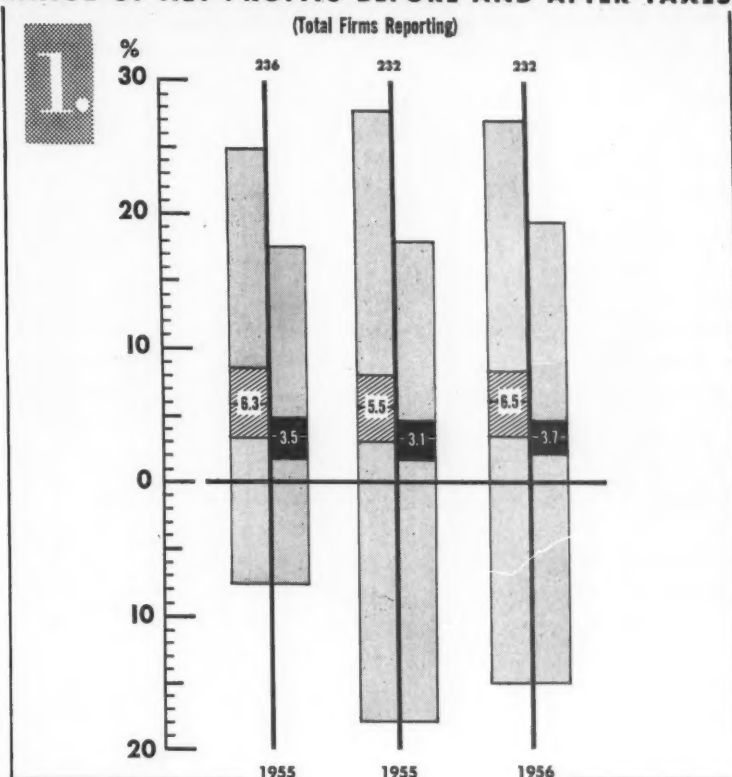
In the complex of economic factors which shaped industrial activity in

last year?

By *W. Floyd Maxwell*

Executive Director
Lithographers National Assoc.

RANGE OF NET PROFITS BEFORE AND AFTER TAXES



1956, two stand out clearly as of major importance: keener price competition and persistently rising costs. These same factors will continue to challenge business management in 1957.

Our current survey of profits in the lithographic industry relates to the years 1955 and 1956 and is based on usable returns from 232 companies as compared with 236 last year. The total number of reports received was larger than in any previous year — 302. However, 60 reports were unusable either because the reporting was incomplete or because they represented partnerships or sole proprietorships. Another 10 reports were received too late to be included in the survey.

Again this year, the National Association of Photo-Lithographers cooperated with us in this undertaking, and to them and to the lithographers who returned our questionnaires we express our appreciation.

While the size of the sample on which this report is based is, as was

indicated, almost the same as a year ago, the composition is somewhat different. Last year 59 percent of the reports came from companies with an annual sales volume of under \$1,000,000 while this year a slightly larger percentage, 66 percent, fell in that classification.

Practice of past years was followed in preparing this year's questionnaire form. In order to encourage the widest possible participation we did not ask that the questionnaire be signed nor did we ask for any dollar information. Sales information was to be indicated by checking that one of six sales brackets which represented the firm's annual sales volume. Similarly, net profits for 1955 and 1956, both before and after taxes, were reported in percentages, not dollar amounts.

Increase in Sales

The increase in lithographic sales in 1956 over 1955 was unmistakable. Of the 232 firms included in our report, 40 indicated that sales had moved to a higher sales bracket in

1956, only one showed a drop and the remaining 191 checked the same sales bracket in both years. The number of firms checking a higher sales bracket in 1956 was double that of a year ago.

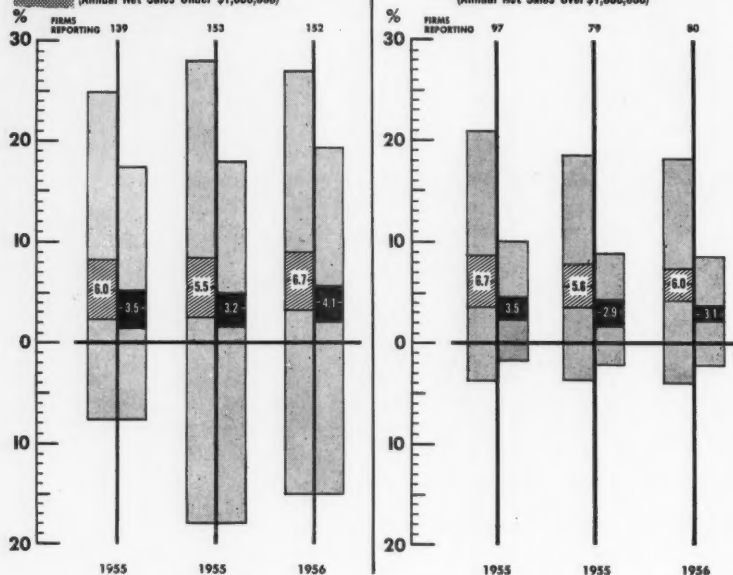
Chart I presents the range of net profits on sales both before and after taxes for the 232 firms participating in the survey. Each vertical bar shows the maximum range of reported net profits — from the largest net loss to the highest net profit.

For net profits before taxes, the cross-hatched middle sections of the vertical bars, and for net profits after taxes, the black middle sections of the vertical bars, represent the range of the middle 50 percent of the reports. The upper and lower gray sections of all the pairs of bars represent, respectively, the upper 25 percent and the lower 25 percent of the reports. Portions of the bars extending below the horizontal zero (0) line represent net losses and those portions above, net profits.

The black figures in the cross-

2. RANGE OF NET PROFITS BEFORE AND AFTER TAXES

(Annual Net Sales Under \$1,000,000)



hatched sections represent the average net profit before taxes; the white figures in the black sections, the average net profit after taxes.

For 1956, the pair of bars at the right of the chart, average net profit before taxes for the 232 reporting firms, was 6.5 percent as compared with 5.5 percent for 1955 — an increase of 1.0 percentage point. For net profit after taxes the increase was 0.6 of a percentage point, from 3.1 percent in 1955 to 3.7 percent in 1956.

While this, in itself, may not be a startling gain, the amount of the increase is the largest in recent years. In 1955 we reported a gain of 2/10 of a percentage point; in 1954, a loss of 2/10; in 1953, no change from 1952; in 1952, a gain of 1/10 and, in 1951, a loss of a full percent from 1950.

The pair of bars at the left of the chart show for 1955 similar information for the 236 companies included in last year's survey and are presented only for purposes of comparison with this year's survey.

The figures compare as follows — for average net profit before taxes 5.5 percent in the current survey and 6.3 percent in the earlier survey; for net profit after taxes 3.1 percent and 3.5 percent, respectively.

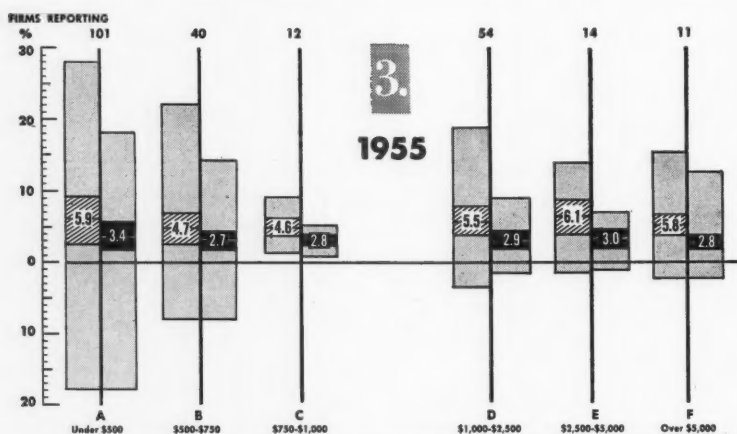
Chart II depicts two similar diagrams — the one to the left for the 152 firms with sales of less than \$1,000,000 in 1956 and the one to the right for the 80 firms with sales of over \$1,000,000.

One of the most apparent differences between the two charts is the much wider range of both profits and losses for the smaller companies and, similarly, the wider range of the middle 50 percent of the firms reporting.

Smaller Companies Gain

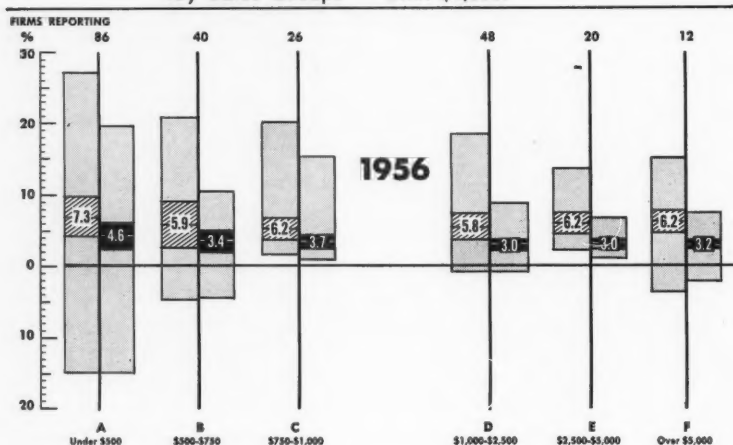
In 1955, average net profits before taxes for the smaller companies was 5.5 percent and for the larger companies 5.6 percent while profits after taxes were 3.2 percent and 2.9 percent, respectively. In 1956, however, there was a striking improvement by the smaller companies. Average net

(Continued on Page 121)



NET PROFITS BEFORE AND AFTER TAXES IN 1955-1956

(By Sales Groups • Unit: \$1,000)



Guest Editorial:

By R. Walter Blattenberger
President, NALC



Blattenberger

What the NALC Is Doing for YOU

THE lithographic industry is growing so fast that the need for an organization like the NALC is obvious. The technical progress of the craft and the advancement being made, virtually every day, in its methods and procedures call for the free interchange of information if the industry's amazing growth is to continue at the present pace.

When our first president took office in 1946, there were only five clubs in existence. With the recent formation of clubs in Atlanta, Tulsa, Columbus, and Shreveport, we now have 27 active clubs consisting of about 4,000 members.

The majority of our membership is made up of foremen and supervisory personnel. These men are the backbone of the industry. They are the people who have to produce the finished product that makes or breaks the reputation of our craft.

The NALC, through its "Tip Sheet," which is published six times a year and sent to the board of governors of each local club, keeps them informed of the activities of the other clubs. The Tip Sheet tells them about the type of educational and technical meetings that are being presented, speakers who are available, and films and demonstrations that can be used in planning meetings. Thus, when new products are available or new methods of handling old products to improve our quality are devised, this information can be presented at an early meeting of the local club, and through their par-

ticipation in the meeting, members can get information directly and share their experience with others.

The NALC has just completed, with the help of one of the national trade associations, the making of address plates for all members. This will enable us to mail technical and educational information directly to the homes of our members, bringing the latest information to those who are directly concerned with the problem of improving the quality and the economies of lithography.

Every one of us can remember when a poor piece of work by an unprogressive plant was used as an argument against the capabilities of the offset process. To some extent that is still true, but today we can answer occasional criticisms of this kind by displaying examples that will match the finest jobs that any process can show.

The formation of litho clubs has helped to make this possible, by the enlightened policy of spreading information which used to be hoarded and hidden as though it were a valued secret that was going to give its possessor a great advantage over all his competitors. We know now how silly that attitude was. The greatest asset of our craft is the pool of knowledge that we all have and the sharing of it for the benefit of all.

If we are to continue our success with lithography, we must have high-class people to do the work. They must have an aptitude for it, interest in it, and ability of a high order. The litho clubs are helping to make us better employees, which will undoubtedly be a factor in further improvement.

A company whose officials and employees think well enough of their work to join the litho club is very fortunate. That company's plant, by virtue of litho club membership, is not going to fall behind the times, but will be kept abreast of developments through knowledge provided by experts and brought back to the plant.

As we look into the future, we see an ever increasing usefulness of this chain of litho clubs spread across the country. It augurs well for the continuing development and leadership of our process, and is a great promise of still better coordination and pooling of our knowledge in the years ahead. But we will attain that condition only when there is an active, enthusiastic and working litho club in every graphic arts center in the country. It is our hope that that time will soon be here. Our organization then will be truly national in scope and in service.★

NALC

Work shop program, with quiz panel and round table discussions, is on agenda for Chicago

A WORK shop approach has been taken for the NALC convention in Chicago May 2-4. The program for the 12th annual meeting of the National Association of Litho Clubs shows a strong emphasis on programs designed to help the man in the shop do a better job.

Main portion of the program will be on Saturday, with a half-day quiz panel combined with a half-day series of round table discussions. No fewer than 21 lithographic craftsmen from the Chicago area are scheduled to take part in these two sessions. Complete program is listed on the opposite page.

The remainder of the convention, on Thursday and Friday, will be set aside for general business meetings. Another speaker (not yet definite at press time) will address the Friday luncheon on the subject of newspapers by offset.

At a Council of Administration meeting in St. Louis earlier in the year, three committees were appointed to deal with specific problems of member litho clubs. These committees will concern themselves with administration, education and social activities. Presumably they will be

at the service of the membership at the general meeting Thursday afternoon.

Another service to individual NALC members in all parts of the country and Canada is announced by president R. Walter Blattenberger in a guest editorial appearing in this issue of MODERN LITHOGRAPHY (page 41). Mr. Blattenberger states that the NALC has just completed the making of address plates for all members. "This will enable us to mail technical and educational information directly to the homes of our members."

In the past there has been some criticism that bulk mailings of material of this type frequently did not find their way to individual club members.

A well-organized and well executed advance publicity program for the convention, using die-cut folders in full color, is expected to stimulate a large attendance.

A special program has been set up for the ladies, including a dinner and puppet show, a visit to Don McNeil's Breakfast Club, and a luncheon.

The NALC now numbers 27 member clubs, an increase of 22 since it was formed in 1946.★

NALC Officers

President: *R. Walter Blattenberger*

Assistant Secretary: *Fred A. Fowler*

1st. Vice-President: *S. J. D'Alessandro*

Assistant Secretary: *William Staudt*

2nd Vice-President: *J. Leonard Starkey*

Assistant Secretary: *John W. Murphy*

Treasurer: *Herman C. Goebel*

Historian: *Edward L. Bode*

Executive Secretary: *Eugene Hanson*

Field Organizer: *W. O. Morgan*

Program

Thursday, May 2

10:00 a.m. — Registration
 2:00-5:00 p.m. — Open meeting, officers, Council members, delegates and general membership. (Room 17, club floor)
 6:00 p.m. — NALC officers dinner
 9:00 p.m. — Council of Administration meeting

Friday, May 3

9:00 a.m. — Officers meeting
 9:30 a.m. — General assembly, addresses of welcome (Red Lacquer Room)

10:00 a.m. — Convention opens. *R. Walter Blattenberger*, president, presiding
 12:30 p.m. — Luncheon. Speaker on newspapers by offset
 2:30 p.m. — Business session resumes
 6:30 p.m. — Cocktail party

Saturday, May 4

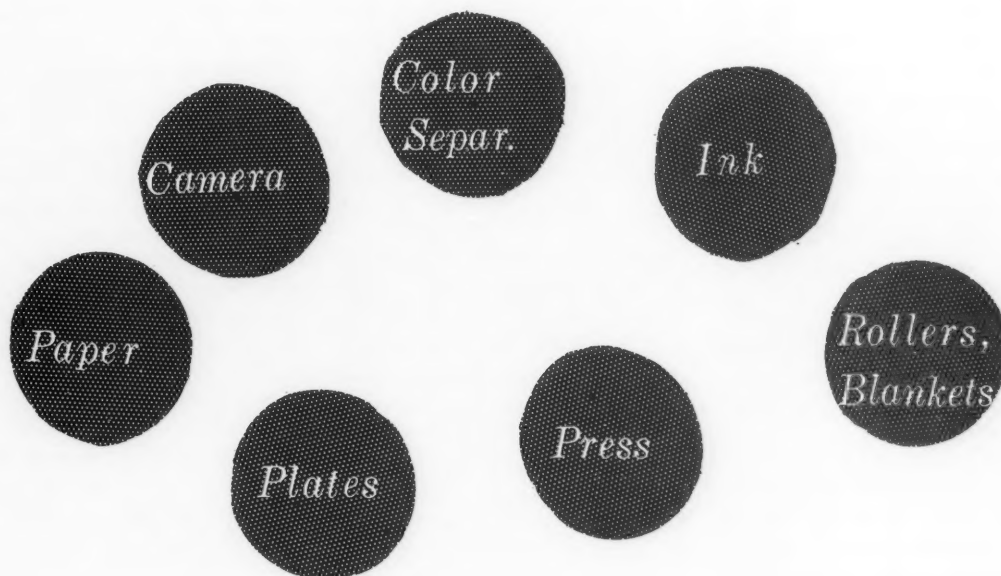
9:30 a.m. — Litho Quiz Panel (Red Lacquer Room)
 12:30 p.m. — Luncheon. Speaker will be *Dr. Preston Bradley*
 2:30 p.m. — Litho Round Table discussions
 7:00 p.m. — Annual banquet (Grand Ball Room)

Quiz Panel

CAMERA: *Charles Roeder*, Roeder Studios, Chicago.
 CHEMISTRY: *Paul Hartsuch*, Interchemical Corp., Chicago.
 COLOR SEPARATIONS: *Frank Preucil*, Lithographic Technical Foundation, Chicago.
 METAL DECORATING: *Harold Lee*, J. L. Clark Mfg. Co., Rockford, Ill.

PLATES: *Don Grant*, Litho Chemical & Supply Co., Chicago.
 PRESS: (Sheet fed) *Otto Smith*, Photopress Inc., Broadview, Ill.
 PRESS: (Web Fed) *Reginald F. Wardley*, National Blank Board Co., Holyoke, Mass.
 TECHNICAL DEVELOPMENTS: *Michael H. Bruno*, LTF, Chicago.

Round Table Discussions



CAMERA-MASKING: *Edward Atkinson*, Ilford, Inc., and *Joseph Jiloti*, Eastman Kodak Co.; COLOR SEPARATION: *Rudolph Kienast*, U. O. Colson Co., Paris, Ill.; INK: *Emmett Flaherty*, Gaetjens, Berger & Wirth, Inc.; PAPER: *William Dodd*, Champion Paper Co., Pasadena, Tex.; PLATES (surface): *Eugene Bulinski*, Runkle-Thompson-Kovats, Inc.; PLATES (deep-etch): *Edward Farrell*, Magill-Weinsheimer Co.; PLATES (presensitized metal): *David M. Smith*, Chicago Litho Products Co.; PLATES (presensitized paper): *Anthony Ensink*, Ensink Distributing Co.; PRESSES (small): *James Gianpetro*, 20th Century Press, Inc.; PRESSES (large): *Harold Knuth*, Inland Lithographing Co.; and ROLLERS AND BLANKETS: *Karl Fox*, Rapid Roller Co. All the men are from Chicago except Kienast and Dodd.

3-Color Direct Separation

3. Masking for Color Separations

By John M. Lupo, Jr.

Technical Representative
Di Noc Photographic Division
Di Noc Chemical Arts, Inc.

PROBABLY everyone will agree that the subject of masking is beyond a doubt the most argumentative topic there is in the field of color separation. Some people completely disagree with the whole concept of masking; others mask to extremes. We will not attempt to solve the question as to how far you should mask for all types of separations. However, you must consider the basic idea of three color; an economical means of producing pleasing color reproduction.

Economy is the important point of this definition because it implies a standard procedure for separations and masks. Hand corrections on three color increase costs beyond the point of the economy we mentioned. Consequently they will not be considered a part of this type of work.

Many have heard of masking and its use, but the majority of lithographers do not completely understand why we mask and what masking achieves. Let us discuss this subject of masking by illustrating the reason and need for masking.

Deficiencies of Ink

Before going into masking, let us discuss a problem inherent in all inks. We previously mentioned the absorption and transmission of various colors. This is illustrated again in Figure 1.

We can see from this table that yellow absorbs blue and transmits

COLOR	ABSORBS	TRANSMITS
Red	Green, blue	Red
Green	Red, blue	Green
Blue	Green, red	Blue
Cyan	Red	Green, blue
Magenta	Green	Red, blue
Yellow	Blue	Green, red

Figure 1. Absorption and transmission chart.

green and red. Unfortunately, because of ink deficiencies, a typical yellow ink, instead of transmitting all green, absorbs about 5 percent of green. This means that we are adding magenta to the yellow, turning the yellow to a light orange. In the magenta ink, there is slight absorption of red and blue instead of a complete transmission. Consequently in the magenta ink we are adding a slight amount of red and a large amount of blue to the magenta printer. In the cyan ink we absorb green and blue to some extent. This adds magenta and blue to the cyan printer, making it appear as blue. This may seem somewhat complicated at first, so let us see if we can clarify it further.

We saw that yellow absorbs blue and transmits green and red. Suppose we had a tray of water containing dyed water solutions of blue, green and red, and then let us say that our sponge, when put into this water solution, will absorb only the blue dyed water, leaving the green and red. Now this would be the perfect case,

but instead of the sponge taking up only the blue water it also takes in some of the green. That is just what happens to the inks we discussed. The extra green absorption adds magenta to the yellow (for the green filter separates magenta) thereby changing the pure yellow to a light orange. This illustration applies to the other colors as well.

The main point to remember about the ink problem is that the inks themselves reflect a slight contamination of another color. It is this contamination that we are concerned with in color separations.

Dyes, Filters and Film

Another problem of color contamination is caused by the combination of dyes, pigmented colors (in opaque copy), filter impurity and film limitations. This results in the printing of color contamination in unwanted areas. As an illustration of this, look at Figure 2. This is the same color block that we mentioned in Article 2. (April ML) When we make the blue filter separation (yellow printer), we want to show as white on the negative the yellow and black blocks (see Figure 3). The red and blue blocks should be completely black. In fact, however, they are not black but a dark gray. Consequently, when we print, as shown in Figure 4, we get some yellow in the red and blue areas, and not enough yellow in the black areas. Illustrations for



Figure 2. Color block.

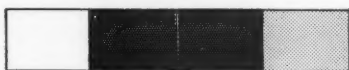


Figure 3. Blue filter negative (yellow printer). Note that red and blue blocks are not solid black. Black block is slightly gray.



Figure 4. Yellow printer. Notice that yellow is printing in red and blue blocks and there is insufficient yellow in black block.



Figure 5. Green filter negative (magenta printer). Red block should be pure white on this negative but instead it shows a light gray. This means that red will be weak. Blue block is not solid.



Figure 6. Magenta printer. Red not printing as solid but about 80 per cent tone. About 10 per cent of red printing in blue block.



Figure 7. Red filter negative (cyan printer). Blue block should be white on negative but instead it shows as light gray.



Figure 8. Cyan printer. Insufficient blue in blue block.

the other colors are shown in Figures 5, 6, 7, and 8.

Now you have seen both reasons

for color contamination and the need for correction of this unwanted color. In the past this correction had to be done completely by the dotetcher, but with the general acceptance of masking, the photographer can correct about 50 percent (and more, depending on masking techniques) of this contamination by the use of photographic masks. We should define a mask very briefly at this point as a method of correcting color deficiencies and color contamination.

Types of Masks

Basically for direct separation there are two general types of photographic masks: the highlight mask and the principal mask. They may be described as follows:

HIGHLIGHT MASK — Used to correct for highlight detail. This mask is made by contact from the transparency on ortho or high contrast pan film. It is used in negative form, and contains only a light gray image, which adds density to the lightest tones of the transparency. This additional density is necessary to prevent loss of highlight detail on the transparency.

PRINCIPAL MASK — The color correcting mask. It is made in negative form for direct separations, and in positive form for indirect separations. It is used to reduce the contrast range of the transparency and also to correct for color contamination.

Highlight Masks

Generally speaking, all transparencies have highlight detail which when printed adds brilliance to the reproduction. It is extremely important to retain this detail in the finished print. This is accomplished by the use of a highlight mask. Normally, when separations are made, the exposure of the transparency through filtered light to film has the tendency to produce a complete burnout of these highlight areas. As a result, the finished separation will show no pure white highlights, but will print about 10 percent to 20 percent of tone in these areas.

The use of a highlight mask corrects this deficiency by adding density in the form of a light gray image, to the lightest portions of the original,

thereby holding back light in these areas when the separations are made. By holding back the highlights, the separation will record all the highlight detail in a satisfactory manner.

Principal Masks

The principal mask is the mask responsible for the color correction. For transparencies these masks are made in negative form by contacting the transparency with the highlight mask in position on the transparency. After the principal mask is made it is registered to the transparency and the separations are made. The procedure for principal masks is referred to as a *one mask* (single mask made through magenta filter), a *two mask* (two masks made through magenta and green filters) or a *three mask* procedure (made through the magenta, green and yellow filters). *Generally speaking, direct separations use a one or a two mask procedure for acceptable results. We will go into all procedures in detail.*

Copy Arrangement

Before we get any further into the masking procedure, let us examine the copy arrangement for masking. The transparency or colored art must be set up as shown in Figure 9. Notice

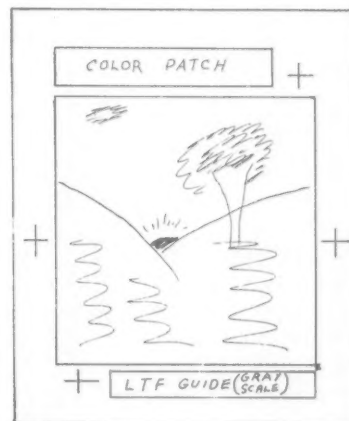


Figure 9. Arrangement of copy. Note positioning of register marks, color patch and gray scale.

the register marks, the color patch (which can also be secured in a color transparency form for transparencies) and the continuous tone gray

ALIGNMENT CHART FOR DETERMINING MASK PERCENTAGES

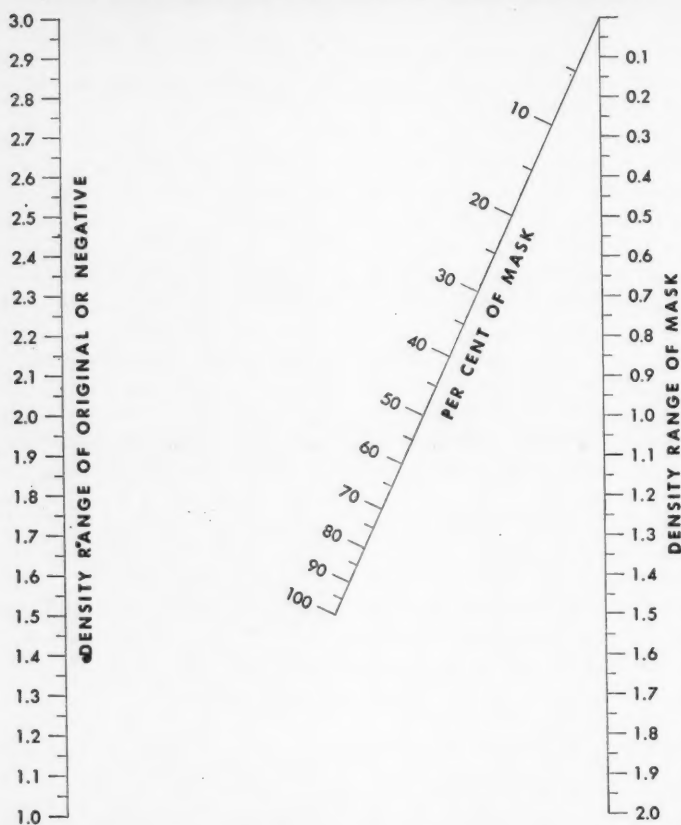


Figure 10. Chart for mask percentage. For use: A. To determine density range of mask—take density range of original and desired mask percentage. Align these points by use of a straight edge, so that ruler extends to vertical line on right (density range of mask). Read density range of mask on right vertical line. B. To determine mask percentage—with straight edge, align density range of original (on left vertical line) with density range of mask (on right vertical line). Read mask percentage on oblique line. (Figures 10 to 12 reproduced with permission, from Eastman Kodak Company's Graphic Arts Data Book "Masking for Photo-Mechanical Reproduction.")

scale. The importance of these items is illustrated below:

REGISTER MARKS—Used for ease of registration of masks etc.

COLOR PATCH—This is a color block on board stock which is used for reflection copy. It has solids of the important colors, including the three and four color process inks. On the finished separation it will serve as a guide in interpreting the contamination of color and on the mask it can be used to determine the amount of color correction for that particular mask. It is probably best to make these yourself for reflection copy, by pasting on board stock the process inks that you are actually using in your own shop. This will serve as a better guide, for then you

can correct color base on the particular inks that you are using and not on some arbitrary color value. For transparency separations you can use a transparency color block, such as the ColorChrome Guide, which is available through graphic arts dealers. The ColorChrome Guide is a transparency of a color block chart and is used only on color transparencies for the same purpose as the opaque color block.

CONTINUOUS TONE GRAY SCALE—For reflection copy, there are a number of gray scale charts printed on paper which are satisfactory for this use. On transparencies the LTF Sensitivity Guide or the Kodak Step Tablets generally are used. These gray scales are used to measure density

range on the finished mask or separation. They are the basic means of control for interpretation of the density range of the mask or separation.

Making the Highlight Mask

Now that we have the proper arrangement of copy we can proceed with the making of the highlight mask. The transparency is placed in direct emulsion-to-emulsion contact with high contrast ortho film and exposed to a white pin point light source. On reflection copy the standard camera procedure is used, shooting the mask to reproduction size.

The mask is developed in a continuous tone developer such as DK 50 (1:2). The numbers in parentheses refer to developer dilution. They indicate that one part of developer is diluted with two parts of water.

The mask, after development, should have a D max (maximum density) of not over .55. Generally speaking a D max of about .35 to .50 is the accepted standard for highlight masks. The finished mask will show only a light gray image corresponding to the lightest tones of the original. If the highlight mask is too dense, it will overcorrect, which will result in exaggerated highlights.

This procedure for highlight masks on ortho film is used to quite an extent. I would also like to point out the use of filtered highlight masks. Ortho film is not sensitive to red and consequently you can see that highlights containing red will not be properly corrected. In addition, since ortho film is most sensitive to blue, the making of a highlight mask to white light on ortho film leaves room for improvement. For more critical work, the use of high contrast pan film, exposed through the separation filters, will yield a highlight mask correcting for both highlight and color detail in the highlight areas, in proper proportion. The procedure for the making of this highlight mask is the same as the ortho procedure with of course the addition of exposure through filters. The exposure can be made with white light, a combined filter procedure or a separate high-

light mask for each color through the separation filters for each color.

Calculating Mask Percentages

The most important point in the making of a principal mask is to determine how strong the mask should be. That is to say, what should be the D max or D min of the mask and also what density range is required for a particular transparency? Figure 10 shows an alignment chart for calculating mask percentages. Normally principal masks are made to about 35 percent to 50 percent of the density range of the original transparency or art, with the D min at about .3 to .5. The D max is figured by adding the density range of the mask to the D min.

As an illustration, suppose we measure the density range of the original as 2.5 and we want to make a 40 percent principal mask. This percentage of 40 percent should be about average for a start. You might say that it is a figure derived by experimenting and interpretation of color contamination. The developed mask should have a D min of about .3 to .5, for these densities are about the normal minimum densities that you will get with continuous tone films used for masking. Now that we know the density range of the original transparency, we can get the density range of the mask by multiplying this density range by the mask percentage, or by use of the chart shown in Figure 10.

2.5	Density range trans.
$\times .40$	Mask percentage
1.000	Density range of mask

With the density range of the mask we can find the D max by addition.

.3	D min. desired
1.00	Density range of mask
1.300	D max.

The finished mask should then have a D min of .3 and a D max of 1.30, giving a density range of 1.00.

One Mask Procedure

The magenta filter is commonly used for the one mask procedure. It corrects primarily for yellow, brownish green, gray and blue. It does not correct for purple, red, orange red,

green or blue green. The magenta filter mask is registered to the transparency and all separations are made with this mask in position on the transparency. The one mask procedure is used to quite an extent in direct separations. It usually yields satisfactory results.

Two Mask Procedure

The magenta filter and the green filter masks are used for the two mask procedure. With this mask combination, the separations are made for yellow with the green filter mask (which corrects for red in the yellow areas), and separation for magenta is made with the magenta filter mask (correcting for blue in the red areas) and the separation for cyan is made with the magenta filter mask (correcting for blue and red). As you can see, the use of the additional green filter masks corrects for the yellow separation and will yield reds, orange red, and light greens in proper color value.

Three Mask Procedure

The three mask procedure is basically the same as the two mask method with the addition of the yellow filter mask for the cyan printer. In this procedure the green filter mask is used for the yellow printer, the magenta filter mask is used for the magenta printer and the yellow filter mask for the cyan printer. This combination of three principal masks corrects to a very high degree for all color. It is of course the most difficult and time consuming procedure and consequently in three-color direct separation should be used only where cost will allow it.

Sharp and Unsharp Masks

We know that when we contact emulsion-to-emulsion we get a reproduction extremely sharp as compared to the original. In masking, however, the use of an unsharp mask is desirable both to ease the register problem of masks to transparency and to eliminate a sharp outline effect in certain detail areas. There are two basic procedures for making unsharp masks,

the *diffuser* method and the *rotating frame* method.

DIFFUSER METHOD is the simplest of the two and requires that the emulsion of the transparency be away from the film separated by a diffuser sheet such as clear acetate or Kodakpak Diffuser Sheet. An illustration of this is shown in Figure 11. The amount

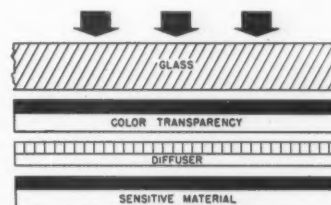


Figure 11. Diagram shows method of making unsharp mask by use of diffusing sheet. Arrow indicates light source. (Courtesy Eastman Kodak)

of unsharpness will depend on the thicknesses of diffuser materials used. Generally the unsharpness obtained with a .003 to .005" diffuser is acceptable.

ROTATING TURNTABLE method is illustrated in Figure 12, and is ex-

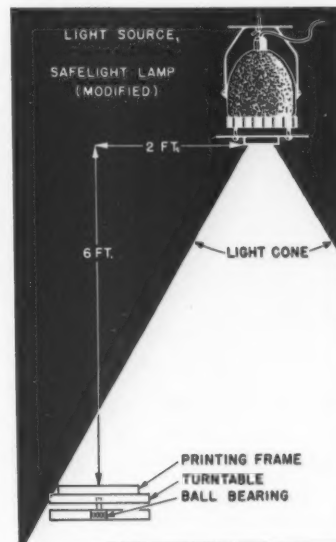


Figure 12. Diagram showing recommended equipment arrangement for rotating turntable method of making unsharp masks. (Courtesy Eastman Kodak)

tensively used for mask making. The unsharpness is caused by light undercut of the transparency.

We have now reached the point

Positive Masks for Use on Separation Negatives

PRINTER	MADE WITH	IS NORMALLY CONTAMINATED WITH	RESULTING IN	TO CORRECT TAKE AWAY	BY USE OF	ADDING DENSITY TO	ELIMINATING
Yellow	Blue filter C5 (No.47)	Yellow in blue areas	Blues printing flat and greens too light	Yellow from blue areas	Green filter positive	Blue areas	Yellow from blue areas
Magenta	Green filter B (No.58)	Red in blue areas	Washed out reds. Purples too red	Red from blue areas	Red filter positive	Blue areas	Red from blue areas
Cyan	Red filter A (No.25)	Blue in red and yellow areas	Washed out reds and blues	Blue from yellow and red areas	Combination positive mask made with green and red filters	Red and yellow areas	Blue from red and yellow areas

NOTE: Although positive masks are not used for Direct Separation, this information is included for those who may be using the indirect method of color separation.

Negative Masks for Use on Transparencies

PRINTER	MADE WITH	IS NORMALLY CONTAMINATED WITH	RESULTING IN	TO CORRECT TAKE AWAY	BY USE OF	ADDING DENSITY TO	ELIMINATING
Yellow	Blue filter C4 (No.49)	Yellow in red and blue areas	Yellows printing as light oranges and magenta printing as orange	Yellow from red and blue areas	Green filter mask (No. 58 filter)	Red and blue areas	Yellow in red and blue areas
Magenta	Green filter B (No.61)	Red in blue areas	Blue printing flat and insufficient red in red areas	Red from blue areas and increase red in red areas	Magenta filter mask (No.33 filter)	Yellow and red areas	Red in blue areas and increasing red in red areas
Cyan	Red filter F (No.29)	Insufficient blue in blue areas	Blue printing flat	Increase blue in blue areas	Magenta filter mask (No. 33 filter)	Yellow and red areas	Increasing blue in blue areas

where we can make the principal mask. First, register the highlight mask to the transparency, emulsion-to-emulsion and by using either of the procedures for unsharp masks we can make the principal mask. For the purpose of this illustration we will employ a two mask procedure, using the magenta and green filter masks.

The magenta filter mask is made with the Wratten Filter No. 33. Arrange the transparency with the highlight mask as shown in Figure 13 and expose through a pin point contact

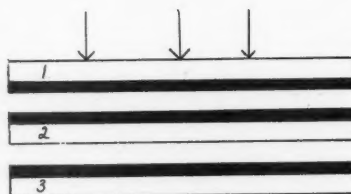


Figure 13. Cutaway diagram for making principal masks. 1. Highlight mask. 2. Color transparency. 3. Unexposed continuous tone film. Dark border indicates emulsion side.

light source with the 33 filter to continuous tone pan film. Develop according to manufacturer's directions

and dry. The mask percentage for this should be about 40 percent, as an average transparency with a density range of about 2.0. We should then have a D min of .3 and a D max of 1.1 for the mask. This gives us a density range of .8, which is required. The green filter mask is made in the same manner except that it is exposed through the Wratten filter No. 58. The density range of this mask should be about the same or exactly equal to the magenta filter mask.

Corrections for Masks

Masking would be quite simple if all would turn out as easily as we just outlined. Unfortunately however, you will probably encounter some difficulty in trying to get the proper density range of the masks. This can be solved only by trial and error, making corrections according to the following:

A. *The density range is controlled* mainly by developer time and developer dilution. By diluting the developer, we extend the range and by taking away from the dilution we narrow or condense the range. Keep in mind that when you dilute developer you will also reduce the density of the D max. For example, suppose that you develop the first mask and read densities as .3 and .8 with developer dilution of 1:2. We want to get .3 to 1.1 so we will have to dilute the developer still further, going to 1:3. If we were to develop for the same time as the first trial with the same exposure, the result might be .28 to .6. The exposure will have to be increased to bring the .8 up to 1.1, and you will have to correct for both exposure and developer dilution (or time of developing) by trial and error.

B. *Density is controlled by exposure.* The more light is exposed to film, the darker or denser it will develop. The maximum density is controlled primarily by exposure. In many cases developer dilution and exposure will have to be worked out together to get the desired results. As an aid in starting separations the following tests may give you the in-

(Continued on Page 131)

Litho-Krome Wins Grand Award In Southern Exhibition

LITHO-KROME Company, Columbus, Ga. was the Grand Award winner in the 18th annual exhibit of Southern Printing. The exhibit was held in conjunction with the 36th annual convention of the Southern Graphic Arts Association, April 4-6 in the Battle House, Mobile.

The Georgia lithographing plant won three Awards of Merit and one honorable mention in the competition. Other multiple winners were S. C. Toof & Co., Memphis, Western Lithograph Co., Wichita, and the Egan Co., Dallas. Emphasis at the convention was on color, labor problems and new developments.



Litho-Krome's Grand Award winner

AWARDS WINNERS—18th Annual Exhibit of Southern Printing

ANNOUNCEMENTS AND INVITATIONS

AWARD OF MERIT—The Clegg Company, San Antonio.

HONORABLE MENTION—The Paragon Press, Montgomery.

BLOTTERS

AWARD OF MERIT—The Parthenon Press, Nashville, Tennessee.

BUSINESS CARDS

AWARD OF MERIT—Douglas Printing Company, Inc., Jacksonville.

HONORABLE MENTION—S. C. Toof & Company, Memphis (2).

SNAP-OUT FORMS

HONORABLE MENTION—The Rein Company, Houston; The Clegg Company, San Antonio.

BUSINESS FORMS AND RECORDS

AWARD OF MERIT—The Egan Company, Dallas.

HONORABLE MENTION—S. C. Toof & Company.

CHECKS AND CERTIFICATES

AWARD OF MERIT—The Egan Company, S. C. Toof & Company.

BUSINESS STATIONERY (MATCHED SETS)

AWARD OF MERIT—S. C. Toof & Company.
HONORABLE MENTION — Douglas Printing Company; S. C. Toof & Company; The Geo. D. Barnard Company, St. Louis.

LETTERHEADS

(LETTERPRESS OR LITHOGRAPHED)
AWARD OF MERIT—S. C. Toof & Company.

HONORABLE MENTION—Brunner, Inc., Memphis; The Geo. D. Barnard Company.

LETTERHEADS (ENGRAVED)

AWARD OF MERIT—S. C. Toof & Company.

HONORABLE MENTION—Brunner, Inc.; The Geo. D. Barnard Company.

ENVELOPES

AWARD OF MERIT—Robinsons Printers, Inc., Orlando.

HONORABLE MENTION — Colortone Press, Washington, D. C.; S. C. Toof & Company.

TRANSPORTATION TIME TABLES

AWARD OF MERIT — Western Lithograph Company, Wichita.

POSTERS AND

POINT OF SALE DISPLAYS

AWARD OF MERIT—(Point of Sale) Fetter Printing Company, Louisville; (Posters) R. M. Rigby Printing Company, Inc., Kansas City Missouri.

HONORABLE MENTION—(Point of Sale) E. S. Upton Printing Company, New Orleans.

FOLDERS

AWARD OF MERIT — Western Lithograph Company.

HONORABLE MENTION—Western Lithograph Company (3).

STATE, CITY, AND INSTITUTIONAL PROMOTION AND PUBLICITY

HONORABLE MENTION—Robinsons Printers, Inc.; The Paragon Press.

SALES CAMPAIGN (3 OR 4 PIECES)

AWARD OF MERIT—S. C. Toof & Company.
HONORABLE MENTION — Fetter Printing Company.

BOOKLETS AND BROCHURES

AWARD OF MERIT—Mercury Lithographing Company, Miami.

HONORABLE MENTION—Southwest Printing Company, Inc., Dallas (2); Robinsons Printers, Inc.; Western Lithograph Company.

MANUFACTURERS CATALOGS

AWARD OF MERIT — Southwest Printing Company, Inc.

HONORABLE MENTION—Western Lithograph Company (2).

DISTRIBUTORS CATALOGS

(No Awards)

MAPS

AWARD OF MERIT—Courier-Journal Lithographing Company, Louisville.

HONORABLE MENTION—Colortone Press.

INSERTS (PACKAGE AND MAILING)

AWARD OF MERIT—Litho-Krome Company, Columbus, Georgia.

HONORABLE MENTION—Litho-Krome Company (2).

LABELS (PACKAGE AND WRAPPER)

AWARD OF MERIT—Arkansas Printing and Lithographing Company, Little Rock.

HONORABLE MENTION — Brandau-Craig-Dickerson Company, Nashville; Press of H. N. Cornay Inc., New Orleans; Southern Press, Inc., Louisville.

LABELS (DIE CUT)

AWARD OF MERIT — Marshall and Bruce Company, Nashville.

BOX COVERS

AWARD OF MERIT—Litho-Krome Company.

HONORABLE MENTION—Western Lithograph

(Continued on Page 101)

A Look at

WAGAMAN BROTHERS

One

Year

Later

IN January of 1956 the offset department of Wagaman Brothers, Lititz, Pa., was little more than a poor relation of a growing letterpress shop.

Several months ago, just one year later, MODERN LITHOGRAPHY visited the Lancaster county printing establishment and learned that offset now plays a very vital part in the Wagaman Brothers business. In fact, while offset personnel represents only one-third of the total number of employees, the lithographing portion of the business now represents 50 percent of the total.

Actually, offset didn't start from scratch and build up to this position in just a year, but for all practical purposes the offset division was formed in January 1956. Prior to that time offset equipment was interspersed with letterpress equipment which was the first concern of the company. Offset equipment included a "1250" Multilith,

Harry K. Wagaman and James R. Johnson look at some of the many fine pieces of printing (left) turned out in combination



Charles L. Fish removes a plate from plate rack at shop.

a vacuum frame and a whirler. Later a 14 x 20" Webendorfer was added, and still later a 22 x 28" Webendorfer.

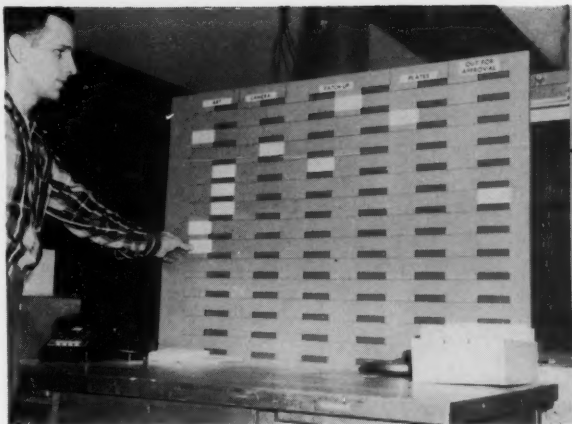
Offset Just a Year Old

But it was on Jan. 1, 1956 that the three partners who own Wagaman Brothers went all out for offset printing. They partitioned about a third of their plant, had it air-conditioned and humidity controlled, and brought in Charles L. Fish to supervise development of the offset section. Mr. Fish is a long-time member of the Philadelphia Litho Club and is proud of the fact that he is one of the first men to get into photolithography in central Pennsylvania.

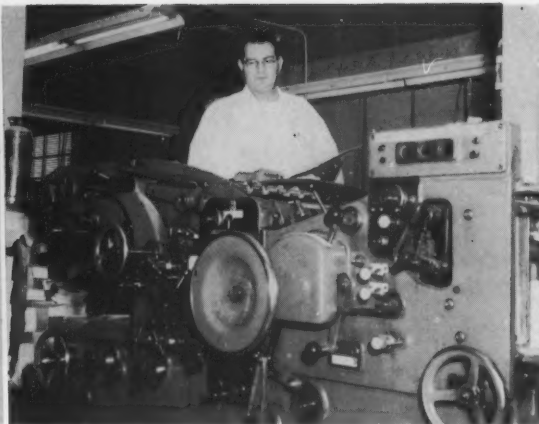
The three owners of the company, Charles J. Wagaman, Harry K. Wagaman and James R. Johnson, decided that the time was right to develop the offset end of the busi-

plant. At right is the front view of the recently remodeled shop of Wagaman Brothers in the small Pennsylvania town of Lititz.





Offset worker checks status of a job on the specially built production control board (left). Charles J. Wagaman (right), one



of three partners who run the company, examines a job being done on one of the company's many small letterpress jobbers.

ness. Their partnership had been formed in 1946 with just a linotype machine, a 25 x 38" hand-fed cylinder press, a "36" Miehle vertical, a 12 x 18" Kluge, a 30" hand paper cutter and an open 10 x 15" jobber. Since that time letterpress business has been good, and additional equipment has been added to increase the company's capacity. During this time offset was largely neglected.

Fish Heads Litho Department

When Mr. Fish came with the company, having previously served with Seiler Printing Co., Mount Joy, Pa., and Intelligencer Printing Co., his first job was to reorganize the equipment. He moved the 14 x 20" and the 22 x 28" presses to the newly located litho section, where they were placed next to the Multilith.

He added three window air-conditioners of 1/2 ton capacity each, rather than one large 1 1/2 ton capacity unit. The three units are spaced along the row of presses so that the air-conditioning is more evenly distributed. "Another advantage is that if one unit breaks down the other two still can keep the room close to desired relative humidity," Mr. Fish explained.

Mr. Fish next set up a plate department in the basement of the building and at the outset decided to use presensitized plates exclusively. Whereas three men had worked part time on offset, Mr. Fish brought in new men for the lithographic end of the business and supervised their training. Several of the new personnel were recruits from the letterpress department.

Thorough Filing System

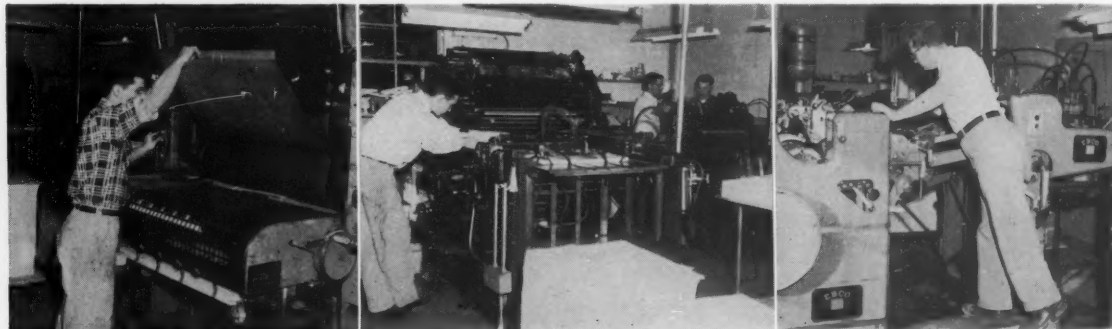
Next step in organization of the lithographic department was setting up a filing system. Mr. Fish showed ML the very complete filing department which consists of the following:

1. Plates are filed on a special rack constructed of lengths of pipe in the plate department.
2. Negatives and patchups are filed in envelopes.
3. Job jackets are filed away with all pertinent information for each job.
4. Press sheets are kept on file on all jobs, with notations made of the color sequence and the kind of ink used.

This filing system, Mr. Fish advised, saves a great deal of time when repeat orders come in, because a complete

(Continued on Page 138)

Three views of the offset pressroom at Wagaman. Offset personnel is only one third of the total, but turns out 50 percent of the work.



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Molleton Covers
Flannel Covers
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Lithure Chemicals
Lithengrave Chemicals
Knockdown and Drag Out
Little Benjy Roller Wash
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Litho Blankets, David M.
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Gum Arabic
Liquid Tusche
Lithotone Plate Wash
General Press Room Chemicals
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Baldwin Ink Fountain Agitator
Baldwin Water Levels
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Rubber Snake Slips
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Scotch Hones
Scotch Tapes

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Powdered Asphaltum
Chamois Skins
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Rubber Cement
Glues
Transfer Paper
Water Roller Covers
Sheepswool Sponges
DuPont Sponges
Offset Spray-Dry
Offset Spray-Liquid
Squeegees
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1. First Award in "superiority of printing" went to this offset box by U.S. Printing & Lithographing Co. Other winners of Merit Awards were 2. The Lord Baltimore Press 3. U. S. Printing & Lithographing Co. 4. Rochester Folding Box Co. 5. Ace Carton Corp. 6. Ace Folding Box Corp. 7. Container

Corporation of America (Chicago plant) 9. Fleishacker Paper Box Co. and 10. Sample-Durick Company, Inc. First two awards in the "superiority of end use" category went to 8. Container Corporation of America (Valley Forge plant) and 11. F. N. Burt Company, Inc.

Many Box Winners By Litho

By H. H. Slawson

Chicago Correspondent

LITHOGRAPHY made an impressive showing among winners in the contest sponsored by the Folding Paper Box Association of America to select the "100 Best" folding cartons produced in 1956. Announcement of the winners was made April 1, at the Association's convention in Chicago.

Of the 100 cartons honored in the contest, 26, or slightly more than one-fourth of the total, were printed by lithography. Gravure printed boxes took six awards and three other winners were flexographic jobs, while the remaining 65 were printed by letterpress.

First awards were given three of

the lithographed winners. The other 24 collected 28 Merit Awards.

A new record total of 9,123 cartons was entered by 148 folding carton manufacturers. Judging was done in four categories, in which "superiority of printing" by the four major processes came first. Then the boxes were judged for "superiority of construction," "potential new volume (of boxboard) use," and finally for "superiority according to end use" in 16 merchandising fields.

George Jorgenson of the Lithographic Technical Foundation's research staff was one of three judges of "superiority of printing," from the technical standpoint, the other members of this panel being Gordon

Martin, Chicago typographer, and Dewitt Patterson of Color Engravers Corp., Chicago.

Purpose of the contest was to stimulate improvement in quality and usefulness of the boxes created and produced by association members, by offering appropriate recognition to outstanding cartons. Certificates of award were presented to manufacturers of the First Award winners and to cartons deemed worthy of an Award of Merit.

In the offset lithography division of the "superiority of printing" category first award went to U. S. Printing & Lithographing Co., Cincinnati, O., for a carton containing a double

(Continued on Page 135)



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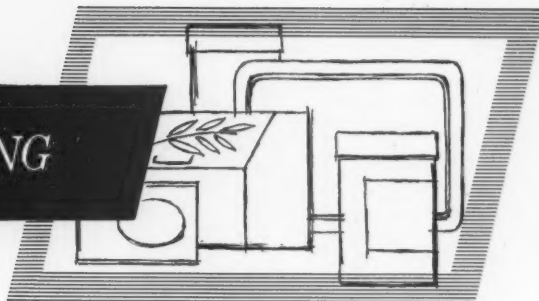
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Division

METAL DECORATING



Background of 'Tin Printing'

By Lee Wright

Chief Designer

George Mann & Co. Ltd., England

THE term "offset" is generally understood to mean offset lithography, although there is a certain amount of specialized letterpress printing done by the offset method. "Dry offset" is in fact a form of rotary letterpress adapted for use on a litho offset press, and, although still very much in the development stage, is in use on a commercial basis in two or three printing houses in the United States, where the difficulties attached to plate etching have been overcome for certain specialized applications.

The introduction of the Dow etching machine is a big step forward in the dry-offset field, but as yet mechanical etching is possible only on relatively small plates and the cost of plate preparation is likely to be a limiting factor for some considerable time, against the more general use of the process.

In passing, it is interesting to note that tin-printers, in the later years of the last century, used to call their flat-bed offset process the "direct process." This is most confusing to us with our present day usage of the term, but the explanation is quite logical.

Originally, tin printing was done

Reprinted from *Print In Britain*.

by a transfer process — the job was printed on to a special paper which was then laid on to the sheet of tin and run through a transfer press, on lines very similar to the original way in which litho plates were made. This roundabout method was replaced by a method whereby the sheet of tin took the impression directly from the blanket, suggesting the expression "direct-printing" or "direct process." Gradually usage of terms became standardized so that the present meaning of "direct" is now clear to all concerned.

Basically, the modern offset-litho press is identical with its forebears. Mechanically it is a vastly more complicated machine. The need to conserve human effort, but still increase output of print, has led to the gradual inclusion of more and more complicated automatic mechanisms — necessitating a stronger press to insure top quality printing and to minimize maintenance.

Offset Troubles

Possibly the mind of man has never given birth to a more fractious child than offset printing. From its inception it has been full of troubles. These are overcome in turn by the efforts of the engineer, the ink technician, the paper maker, the blanket manufacturer and the printer, either singly or by a combined effort and often the answer to one problem introduces a new problem. There is no

doubt that the stimulating effect of these difficulties has played a considerable part in building up the industry to its present important position in our economy.

The two-color sheet-fed press is the most popular production unit, especially the type of press using the single impression cylinder. The unit type of two-color is very popular in the United States and has the advantage of being more readily expanded to three, four or more color units, all basically identical, and the added advantage of a little more drying time between successive colors. This is important in certain circumstances but, with the scientific assistance of modern ink and paper technology, very little difficulty is experienced on the type of press using the common impression cylinder and, of course, this form of construction is less costly than the unit type.

Wet Decorating

In the tin printing sphere, however, the unit type of construction provides the only practical method of superimposing colors "wet on wet." The time, although only about one second, that the sheet takes to travel from one printing unit to another is sufficient — with modern inks developed for multicolor work — to prevent offsetting of the first color on to the blanket of the second color.

This is quite an achievement, with all credit due to the ink chemists, as



*they're
all the
same*

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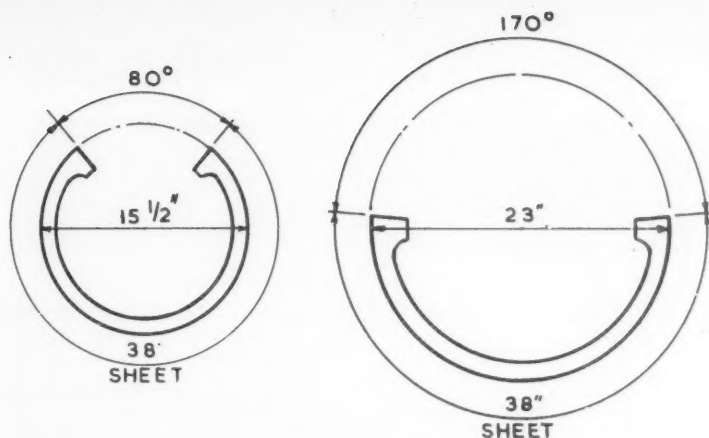
This versatility is yours without sacrificing high quality production, long service life and low maintenance. And Hoe Metal Decorating Presses are easy to operate because they have absolutely no complicated

mechanisms, and all working parts are readily accessible. They are rigidly built, well balanced, require minimum floor space. They are worth looking into — by consulting your nearby HOE representative.

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Cylinder size determines impressions per hour.

of course there is no help to the tin printer from ink penetration of the stock.

Considering the modern sheet-fed press from the engineering viewpoint, the feed and registering mechanism is the most complex part of the press. The ability to bring a sheet to the lays and register this for modern speed and quality requirements, necessitates the utmost ingenuity in design and precision in manufacture.

Manual feeding at a speed of 1,800 i.p.h. or so required considerable skill which could be acquired only with long practice. Today the machine has to perform this same function at three or four times the speed and with less time in the printing cycle in which to do it because of the adoption of smaller diameter cylinders relative to size of sheet.

Smaller Cylinders

Smaller cylinders are essential in order to reduce the surface speed of the sheet, especially at the delivery end. In addition they introduce a sharper line of contact between cylinders, which in turn produces a sharper print and a more perfect "dot."

Consider a sheet 38 inches from back to front. If this is to be printed on cylinders 23 inches in diameter, the segment taken up by the sheet is approximately 190 degrees, leaving 170 degrees for registering, closing feed grippers, moving front-lays clear, etc.

If we reduce the cylinder diameter for the same size sheet to $15\frac{1}{2}$ inches, we run the sheet at $15.5 \div 23$, or 67.5 percent of the speed run on the larger cylinder, but the segment of cylinder not taken up by the sheet is reduced to approximately 80 degrees. (See Fig. 1.)

This small segment leaves insufficient time for accurate register to be obtained. This will no doubt be more obvious if we consider the angular degrees in relation to impressions per hour.

Suppose the 23-inch cylinder printed at 3,600 i.p.h. The smaller cylinder, running at the same surface speed, would print at $3,600 \times 23 \div 15.5$ or 5,340 i.p.h., a very good increase from the production standpoint.

Now 3,600 i.p.h. is one impression per second and on the 23-inch cylinder the free angle for registering, etc., of 170 degrees equals $170 \div 360$ seconds at this speed, or 0.47 seconds — nearly half a second.

The smaller cylinder gives us 5,340 i.p.h., equal to one impression in $3,600 \div 5,340$ seconds or .675 seconds per impression.

As we now take only 80 degrees for registering, we have reduced our actual time for this most important function to $80 \times .675 \div 360$ seconds. This equals .150 seconds, or just less than one-third of our previous registering time.

The higher speed obtained with the smaller cylinder is thus of no use

to the printer with such a small time available for register. It is no use running a press at high speeds if you get continuous stoppages — the ideal output is dependent on the press printing all day without checking because of misregistered sheets.

Pre-Register

This difficulty led to the conception of "pre-register." Various types of mechanisms exist for this purpose but their ultimate object is the same — to gain time. The cost of such a device is high because very intricate and accurate mechanism is involved, but it is well worthwhile.

Although as previously mentioned, the 38-inch sheet takes up all but 80 degrees of cylinder circumference, a carefully designed pre-register feed arrangement can make it possible to obtain the equivalent of the 170 degree registering time available on the original 23-inch diameter cylinder.

At the new speed of 5,340 i.p.h. we now have a registering time in sec-
(Continued from Page 127)

Sunoco Initial Accu-Por Used

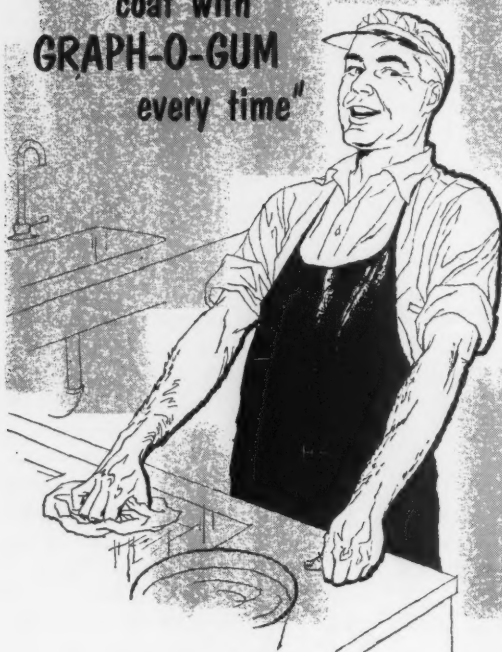
A packaging switch just announced by Sun Oil Co. of Philadelphia makes Sunoco the first to use American Can Company's new Accu-Por container for outboard motor oil. Canco introduced the Accu-Por container several months ago for liquid products that do not require cans with enamel linings.

Lithographing of the cap and almost the entire body of the Sunoco can affords important protection against corrosion. The company described this feature as particularly valuable for containers that are stored on board boats and therefore subjected to highly corrosive salt air.

NMDA In Chicago Oct. 21-23

The 23rd Annual Convention of the National Metal Decorators Association, Inc. will be held in Chicago, Oct. 21-23 at the Edgewater Beach Hotel. Members of the convention committee include Robert Singley, chairman; Mark B. Chandler, Frank J. Campbell, James L. Burns, Harold W. Lee, William A. Westphal, William Kerlin, and Richard G. Phelps.

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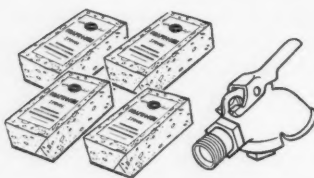
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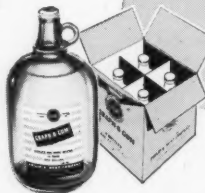
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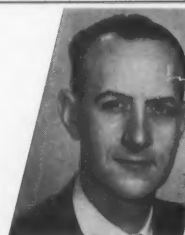
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PHOTOGRAPHIC CLINIC

By Herbert P. Paschel
Graphic Arts Consultant



Pre-Screening Halftones

Q: An article on offset newspapers in the February issue of ML mentions "pre-screening photographs" and pasting the photo into the paste-ups for the line shot. Can you tell me how this is done or where I can get the technical data on doing it?

B. F. J., FOREST CITY, IOWA

A: Pre-screened prints can be made directly from continuous-tone negatives in an enlarger, using a contact screen and high-contrast photographic paper having a lith-type emulsion. Continuous-tone negatives taken by news photographers can be used. A copy negative must be made from photographs if the original negatives are not available. In this latter case, an alternative is to make a halftone negative in the conventional manner and then make a contact print (Velox). The direct-screen print, or the contact print, is subsequently pasted into position in the line copy and photographed as a line shot. A pre-screening technique was discussed in "The Bulletin for the Graphic Arts," No. 12, 1949, published by Eastman Kodak Company.

Books on Photography

Q: Do you know of any books on the chemistry of photography dealing with the reaction of silver and the principles of film manufacturing?

R. E. S., LOUISVILLE

A: The following books, are devoted to the subject or have fairly detailed chapters on one or more aspects of the subject:

The Theory of the Photographic

It is impossible for Mr. Paschel to give personal replies by mail, but all questions will be answered in this column as soon after receipt as possible. The columnist also is available to the trade as a consultant for more complex litho problems.

Process, C. E. K. Mees, MacMillan, New York.

Photography, Its Materials and Processes, C. B. Neblette, D. van Nostrand Co., Inc., New York.

Photography, Theory & Practice, L. P. Clerc, Pitman Publishing Corp., New York.

Photographic Emulsions, E. J. Wall, American Photographic Pub. Co., Boston.

Photographic Emulsion Technique, T. Thorne Baker, American Photographic Pub. Co., Boston.

Newton's Rings

Q: When making contact tints recently I was bothered with Newton's Rings. I tried everything including rubber and felt pads, varying the vacuum pressure, acetate between negative and cover glass, dusting the films with powder, etc., all to no avail. The next morning I was able to make the contacts although, toward the end, the rings appeared again. This never happened to me before and I am puzzled why it happens some times and not at others.

S. S., NEW YORK

A: Newton's Rings are the result of interference patterns due to lack

of uniform and intimate contact. Just what causes this lack of contact at one time and not at others can not readily be determined from your question. Some of the contributing factors are humidity, unequal and local swelling of the emulsion, leaks in the vacuum frame, dust, etc. You will have to track down the exact cause by the process of elimination. Obviously, if you are troubled only occasionally, it is due to the conditions prevailing at that time.

Varying Arc Lamps

Q: If two 15 ampere arc lamps are used instead of a pair of 35 ampere lamps, would the exposures be in direct ratio to the current differences?

D.L.B., HELENA, MONT.

A: Although the intensity of carbon arc lamps increases with increased current, this is only a general relationship—not absolute. When comparing two lamps of different current rating, the current difference ratio is only an approximation as to the light output. The overall efficiency of the two lamps may differ widely, thus making the ampere ratio invalid for precise calculation of exposure.

In the final analysis, photographic efficiency of the lamps will determine the exposure ratios. This can be influenced by the type of arc lamps compared—open or enclosed, magnetic or motor driven, voltage reduction by resistor or transformer, etc. The size and type of carbons used (solid or cored), the covering power and efficiency of the reflectors, the color temperature of the light pro-

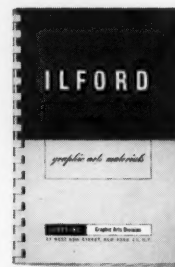
(Continued on Page 121)



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PRODUCTION CLINIC

By Theodore Makarius



Some Causes of Misregister

Misregister: Blanket

MISREGISTER of the individual image often causes controversy between plate and press departments. The plate or paper usually is thought to be at fault, but sometimes it is a swollen blanket or swollen portions of the blanket that cause this kind of misregister.

The blanket has a tendency to swell where the image appears, to the extent that on the next job certain impressions will show misregister due to all or part of the previous impression being in the same area. This is especially true of long runs. In this case the swollen area is forced to one side or the other when pressure is applied, and distortion of the image results.

The clue to this problem is the fact that on no two sheets will the misregister appear in the same position. The first thing to do when this sort of misregister is encountered, is to run five or six sheets simultaneously, then cut out small openings or windows through the affected areas and also through the register marks of one of the sheets. Using this as a key, place it over each of the other sheets, registering the marks and the affected areas. If the trouble is caused by swelling of the blanket, the difference in register on each sheet will vary in distance and direction.

Misregister: Grippers

At times a gripper that is not gripping the sheet will cause misregister

which may show itself in various ways, as follows.

1. A sheet may register perfectly except for one of the corners toward the gripper edge. This would indicate that there is a loose gripper where the misregister occurs. To check this out, wash the blanket with carbon bisulphide and proceed to print. If the condition improves temporarily, it is most likely the grippers that are at fault. As the carbon bisulphide wears off, the normal tack in the rubber will draw the sheet out of register.

2. The same kind of misregister may occur on presses that have tumbler grippers when a gripper is set too tight. On this type of press, all the grippers are fastened rigidly on a shaft, and if one is too tight it will close or seat before the others do. Not being able to withstand the strain of the large spring that controls the shaft, the gripper that is too tight will give or bend and force the sheet out of register. If the same treatment of the blanket as mentioned in the previous paragraph is applied, no improvement will be noticed. In other words, if removing the tack from the rubber results in an improvement in the register, it will indicate that a gripper is too loose.

Sheets Absorb Moisture

A common complaint in the pressroom is that the sheets have shrunk across the back end. This is sometimes a mistaken idea, for it is dif-

ficult for paper, when stacked in a pile, to shrink over its entire area. Paper stacked in a pile can take on moisture only along the outer edges, because the inner part of the sheet is protected from sudden changes in relative humidity. The curling of the edges, due to the extra moisture, causes the sheet to be drawn in when passing between the cylinders, giving it the appearance of having been shrunk. The clue to this is the fact that the work on the printed sheet, exclusive of the color being run, is the same size as the work on the plate. This may be proved by either measuring the work with a rule, or by cutting small windows or openings through the outer edges of the work and laying the sheet over the plate. For example, the sheet has yellow, red and black printed, and the blue which is being run shows the sheet to be shrunk. When laying the sheet over the plate, the yellow, red and black will fit the work on the plate, whereas the blue will not.

Worn Feeder Tapes

Often a serious case of misregister is caused by worn or frayed feeder tapes. As a rule, if the sheets are curled upon the back edges, the tapes cannot interfere with register. But often sheets are curled down and any irregularity in the tapes will cause the sheet to misregister. This type of misregister is serious because it is difficult to detect.

Very often the entire color is run
(Continued on Page 135)

TECHNICAL SECTION



*is scene of three big meetings
in Ben Franklin Hotel: Tv
forum, TAGA, R & E Council*

Robert E. Rossell is president of TAGA and Joseph W. Mazzaferri is meeting chairman. Felton Colwell is president R & E, while Samuel F. Chernoble is general chairman. Howard Harcke, of the Philadelphia Litho Club, heads a committee arranging the tv forum.

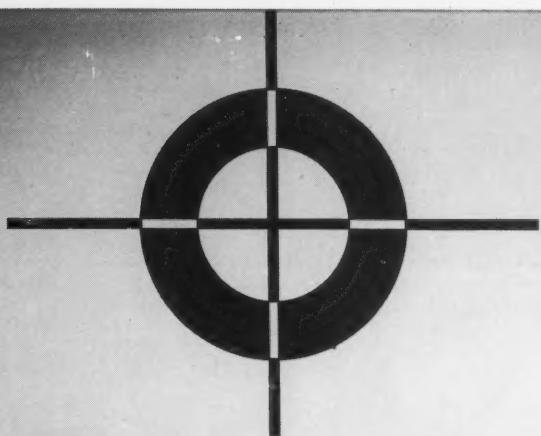
PHILADELPHIA will hold an informal "graphic arts month" in May when it is host to technical men from all parts of the country and to practical shop workers in the Philadelphia area. The technical men will start arriving at the Ben Franklin Hotel Monday, May 13, for the three-day meeting of the Technical Association of the Graphic Arts. On Wednesday an additional group will join them for the 7th annual meeting of the Research and Engineering Council of the Graphic Arts Industry, Inc.

Preceding the technical meetings will be the Philadelphia TV-Forum, Friday evening and all day Saturday, designed to give practical shop information to thousands of lithographers in the Philadelphia area. The Lithographic Technical Foundation will present the demonstrations and closed-circuit tv talks in the same hotel. Washington Litho Club is co-sponsor of the show, along with several other Philadelphia graphic arts groups.

Complete program for the 9th TAGA meeting is listed on the following page. A quick glance at the papers indicates a strong emphasis on color and problems related to it.

Tentative program for the R & E meeting includes discussions of materials handling, multicolor printing, scanning and masking, ink and paper problems. Here again, emphasis is on color.

On Wednesday — last day of the TAGA and first day of the R & E meeting — a full day has been set aside for visits to nearby plants. They are Curtis Publishing Co.'s, Sharon Hill plant, Typographic Service, Inc., Imperial Type Metal Co., Triangle Publications, The Philadelphia Evening Bulletin, and the American Newspaper Publishers Association Research Institute Laboratory in Bethlehem, Pa. All but the last are half-day trips.★



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(3) KODAK AUTOPOSITIVE PB FILM—coated on a .005-inch base, which adds the stability of PB to Autopositive's already extensive repertory. As you

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For continuous-tone negatives and positives

(4) KODAK COMMERCIAL PB FILM—coated on a .010-inch base. Commercial PB is ideal for making gravure positives and all kinds of continuous-

tone photographic copies of art work and photographic prints. Its long tone range makes it a universal film for this kind of work.

Color separation

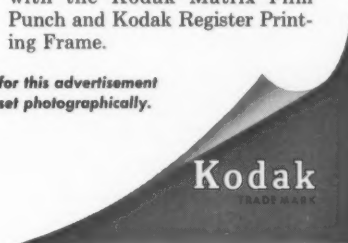
(5) KODAK SEPARATION NEGATIVE PB FILM—coated on a .010-inch base. It has long been *the* standard Kodak separation emulsion. But until now it has been available only on plates. Having this fine emulsion on a highly stable film base makes it possible for you to obtain register mechanically with the Kodak Matrix Film Punch and Kodak Register Printing Frame.

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May 10-12: LTF-TV Forum

May 13-15: Technical Association of Graphic Arts

Monday, May 13

MORNING SESSION — 9:30 a.m. to Noon

OPENING REMARKS — *Robert E. Rossell*, President

SATURATION CONTROL BY WHITE LIGHT MASKING IN
COLOR SEPARATION — *W. Rhodes* and *Sven Ahren-
kilde*, Rochester Institute of Technology

A STUDY OF ARC LAMP PERFORMANCE — *W. Rhodes* and
R. N. Norman, Rochester Institute of Technology

COLOR DIFFERENTIATION IN REPRODUCTION PROCESSES —
J. A. C. Yule, Eastman Kodak Company

A STUDY OF POLYVINYL ALCOHOL PHOTO RESISTS — *S. F.
Darling*, Institute of Paper Chemistry

AFTERNOON SESSION — 2:00 - 5:00 p.m.

SENSITOMETRIC CONTROL FOR ROP COLOR — *Robert
Dumke*, Milwaukee Journal

FAIRCHILD EXPERIMENTAL COLOR INVESTIGATION — *Mon-
roe Farber*, Fairchild Graphic Equipment Co.

ELECTRONIC COLOR SCANNING AND ENGRAVING — *S. Levin*,
Fairchild Graphic Equipment Co.

HIGH SPEED CAMERA STUDIES OF INK MISTING — *J. W.
Howard* and *W. L. Jones*, Interchemical Corp.
6:00 p.m. — Annual Banquet

Speaker — *Dr. Isay Balinkin*, University of Cincinnati on
COLOR

Tuesday, May 14

MORNING SESSION — 9:00 a.m. to Noon

CONTROL OF SHEET MOISTURE — *John Langmaid*, S. D.
Warren Co.

THE KINETICS OF THE DARK REACTION IN BICHROMATED
COLLOIDS — *Grant C. Beutner*, R B and P Chemical

RELIEF PRINTING PLATES FROM PHOTSENSITIVE NYLON
— *R. M. Leekley*, *R. L. Sorensen*, *D. J. Byers*, *J. V.
Casanova*, *K. B. Latimer*; Time, Inc.

A SYSTEM OF STANDARDIZED ILLUMINATION FOR COLOR
VIEWING IN THE GRAPHIC ARTS — *J. Crossley* and
J. Jordan; Time, Inc.

2:00 - 2:30 p.m. — Business Meeting

AFTERNOON SESSION

COMBINATION PLATE ETCHING WITH THE DOW ETCH
PROCESS — *J. A. Easley*, Dow Chemical Corp.

INFLUENCE OF INK PROPERTIES ON TRANSFER DURING
PRINTING — *A. Zettlemoyer*, *R. Scarr*, *W. Schaeffer*;
National Printing Ink Research Institute

MEASUREMENT OF INK MILEAGE — *Lars Sjodahl*, Gardner
Board

May 15-17: Research & Engineering Council

Tentative program lists the following topics for the
meetings:

- What is new and needed in the industry.
- Efficient materials handling.
- New competition for multicolor printing.
- Scanning and masking problems, with discussion
of "moire" pattern.
- Standards for color appraisal.
- Problems with four-color offset, letterpress.
- Ink and paper problems.
- Discussion of phototypesetting.

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TECHNICAL BRIEFS

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Photography, Tone and Color Correction

CALCULATION OF CANDLEPOWER AND COLOR TEMPERATURE OF TUNGSTEN LAMPS. A. J. Sant and A. J. Leta. *Journal of the SMPTE* 65, No. 12, December, 1956, pp. 645, 646, 647 (3 pages). Over the range of greatest interest in photography, the candlepower and color temperature of tungsten lamps may be calculated with satisfactory precision by the use of simple exponential equations. Detailed examples are given which illustrate the application of these equations. The constants and exponents in these equations have been determined for several commonly used lamps. These have been arranged in a set of tables designed for convenient reference.

***MULTI-COLOR-SEPARATION PRINTING PLATES.** U. S. Patent 2,768,577 (Applied for March 31, 1953). John A. Boyajean (Assigned to Fairchild Camera and Instrument Corp.). *Official Gazette* 711, No. 5, October 30, 1956, p. 979. A correlated set of three or more screen-pattern color-separation printing plates each comprising a homogeneous pattern of elementary deformations, the centers of adjacent deformations of each

of said plates lying at the apices of a series of parallelograms with the sides of said parallelograms of different ones of a plurality of said plates forming different corresponding angles therebetween, thereby substantially to reduce moire patterns in a resulting multi-color reproduction.

***PHOTOCOMPOSING APPARATUS AND JUSTIFYING APPARATUS.** U. S. Patent 2,772,613 (Application March 18, 1955). Woodbury Williams. *Official Gazette* 713, No. 1, December 4, 1956, p. 57. A photocomposing apparatus comprising a frame, a carriage slidably mounted on said frame, a photographic film magazine on said carriage, means for intermittently feeding film from said magazine, a light-proof housing enclosing film fed from said magazine, said housing having an aperture to admit light rays to a limited area of said film to expose the same, a shutter for momentarily opening and closing said aperture, a light source providing a light focused on said aperture, a plurality of type bars pivotally mounted on said frame.

***METHOD AND APPARATUS FOR PHOTOGRAPHIC COMPOSING.** U. S. Patent 2,780,151

(Application Feb. 7, 1952). Bernard Borisof (Assignor of 1/2 to Allen Friedman). *Official Gazette* 715, No. 1, February 5, 1957, p. 64. A photographic composing machine comprising a light source, means for feeding a film strip and a print strip in a forward direction past said light source in superposed relationship, means for urging said strips into pressure engagement with each other so as to maintain the relative superposed positions of said strips during said feeding operation, means for releasing said pressure engagement so that said film strip may be moved independently of said print strip, and means responsive to a reversal of the feeding movement of said strips for extinguishing said light source, said feeding means including a film reel, and said light extinguishing means including a toggle lever having a portion engaging said film reel and cooperating therewith to provide a toggle action when said reel is rotated.

***METHOD AND MATERIAL FOR MAKING OVERLAY MASKS.** U. S. Patent 2,770,534 (Application May 10, 1953). Walter S. Marx, Jr. (Assigned to Printing Arts Research Laboratories, Inc.). *Official Gazette* 712, No. 2, November 13, 1956, p. 362. The method of making an overlay mask on a base sheet of transparent or translucent material and of a type adapted for use in the production of relief halftone and lithographic plates from art copy having tone and other areas, which method comprises the steps of applying to the base sheet a surface exposed layer of a color-changeable substance, distinguishing between the tone and other areas of the art copy by the inclusion in one of said areas of a normally inert substance which is stationary at normal room temperature and so sensitive to mild heat at an elevated temperature that a gaseous reagent is generated from said substance, which reagent is chemically reactive in its gaseous form with said color-changeable substance to effect a change of the color thereof, placing the base sheet upon the art copy with the color-changeable substance in contact with said areas thereof, and heating the contacting surfaces from its normal room temperature to a reagent-generating temperature for said inert substance for a limited period of time to effect the color change of the color-changeable substance.

Planographic Printing Processes

THE ANATOMY OF VINYL PLATE LACQUERS. Grant C. Beutner. *The Graphic Arts Monthly* 28, No. 11, November, 1956, pp. 84, 86, 88, 90 (4 pages). Author lists and discusses what he thinks are the more basic considerations as to what makes a good lacquer. These are: chemical resistance, adhesion (lacquer-plate), abrasion-resistance, and ink-receptivity. Author also discusses what vinyl lacquers contain (5 "building units"), how these "building units" affect the performance of the lacquer, and

(Continued on Page 133)



COLOR PHOTOGRAPH BY ANTON BRUEHL

Truly, "The Nation's Business Paper"

Wherever business goes, much of its correspondence, news and information travel on HOWARD BOND. It has many varied uses and is a bond specifically created for the many needs of modern business.

Whether you use HOWARD BOND for letterheads, in white or colors for business forms, or for any other kind of business printing, you are committing your message to a bond that does it proud. Hasn't a bond so widely

used for so many years earned its right to your consideration? Your printer or paper merchant will be pleased to show you samples.

PRINTERS! *This message appears in advertising magazines read by your customers.*

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

Howard Writing • Howard Posting Ledger

Printed on Maxwell Offset



Basis 80—Cambera finish



Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

Printed on Maxwell Offset—Basis 80—Camberra finish

COLOR PHOTOGRAPH BY ANTON BRUHL



LITHO CLUB NEWS

Rochester

Visit To Eastman Kodak

Members of Rochester Litho Club were guests of Eastman Kodak Co. recently at an all-day session which included well-illustrated talks and tours of various plants of the firm.

Litho club members were welcomed by John McMaster, manager, graphic reproduction sales; Jack Groet, manager of the graphic reproduction technical service center, and Donald Spear, technical representative in the Rochester area. Eastman Kodak staff men who presented technical talks were Sil Hall, Les Goda, Robert Schulz, Al Clair, Paul Chasey, William Asay and Charles Ferren. A coffee break at mid-morning gave everyone an opportunity to inspect the Kodak reception and training center.

Following a luncheon, club members were given the choice of a tour of the camera works plant or an afternoon in the graphic reproduction technical center.

In the technical center, or studio as it was formerly called, the men who conducted the morning sessions gave information on the latest techniques in such subjects as masking color transparencies, masking for reflection copy, applications for auto-positive film, and other photographic problems.

Milwaukee

Increased Production Discussed

Albert T. Keuhn, sales, service and development engineer for Miehle Printing Press & Mfg. Co., spoke on "Ten Ways to Increase Offset Press Production" at the April 23 meeting of Milwaukee Litho Club. Mr. Keuhn has more than 20 years experience as a design and development engineer

in the graphic arts industry and for the past seven years has been associated with Miehle.

Mr. Keuhn's talk covered quick make-ready methods, team work in the pressroom and new developments. He also presented case histories and printed samples for the practical side of problems and solutions.

William F. Thompson, Milwaukee branch manager of Crescent Ink and Color Co., Philadelphia, was inducted into the club recently.

Philadelphia

LTF Forum May 10-11

The research staff of the Lithographic Technical Foundation will present a two-day session, May 10-11, with closed-circuit television, at the Benjamin Franklin Hotel, Philadelphia. Scheduled to be shown are the newest methods of shop practice developed by LTF.

The technical forum has been planned by the Philadelphia Litho Club and is being sponsored by the following organizations: Washington Litho Club, Philadelphia Club of Printing House Craftsmen, the Jr. Executives Club of Philadelphia, Printing Industries of Philadelphia, Inc., the Printers Supplymen's Guild of Philadelphia, the Lithographers Association of Philadelphia, Local 14, ALA, and the Printing Ink Makers of Philadelphia.

The show will deal with the fol-

lowing topics: bi-metal and presensitized plates, light and color, paper and ink troubles on the press, surface and deep etch platemaking, handling plates on the press, instruments for control and standardization, and "The Crystal Ball," what the future may hold.

The forum is under the chairmanship of Howard Harcke of Graphic Arts, Inc. Mr. Harcke is being assisted by the board of governors of the Philadelphia Litho Club who are acting as individual committee chairmen. Registration fee for the two-day session is \$12.

Dallas

Plan "Small" Press Discussion

The board of governors of Dallas Litho Club have backed J. V. Burnham, general chairman of the sixth annual Southwest Litho Clinic, in his suggestion that a special session be held Sunday morning, June 23, for operators of the "small" offset press. The operators of the small press usually progress to operation of larger offset presses, but during the period of training on the small press, they are overlooked at clinics. It was decided that an hour and a half's discussion will be held on the operation of the small offset press.

Dayton

Feature Quiz Session

A quiz session was featured at the April meeting of the Dayton Litho Club, held at Kuntz's Cafe, with approximately 60 persons in attendance. Members of the panel included Richard Harvey, Cincinnati Tru-Color, color photography; Frank Benham, Eastman Kodak Co., photographic emulsions; Leslie Gilbert of Lithographic Services, negative stripping; Edward Hartman, McCall Corp., platemaking; Thomas Dawson, Printing Service, press operation; Richard Alm of Sinclair & Valentine Co., ink; and Ted Hawkes, Hull Paper Co., paper. Leonard Starkey of McCalls was moderator.

DON'T DARE MISS —

DVOTV*

* DELAWARE VALLEY TELEVISION

LITHO SHOP PRACTICE FORUM

MAY 10, 11, 1957—BENJAMIN FRANKLIN HOTEL—PHILA.

WIN FREE LUXURY



enter SAM'L BINGHAM'S *big* *\$8,000 Prize Contest Today!*

53 Prizes!

FIRST GRAND PRIZE: 10-DAY luxury vacation trip for two, via Air France Super G Constellation; with all expenses paid, plus \$300.00 in cash to spend—in Paris!

SECOND PRIZE: ONE WEEK luxury vacation trip for two, via Pan American Super G Clipper; with all expenses paid, plus \$200.00 in cash to spend—in Bermuda!

THIRD GRAND PRIZE: ONE WEEK luxury vacation trip for two, via Pan American Super G Clipper; with all expenses paid, plus \$200.00 in cash to spend—in Nassau!

FIVE 4th PRIZES: Each a \$500.00 Admiral 21" Color TV Console in blonde oak or mahogany. OR (if color reception or service is not available where you live), a \$500.00 Admiral 21" (black and white) TV Console and High Fidelity Phonograph Combination. Blonde oak or mahogany.

TEN 5th PRIZES: Each a handsome \$100 Waltham wrist watch (ladies' or men's) with solid 14K yellow gold case. Matching gold filled expansion band.

TEN 6th PRIZES: Each an \$89.95 Polaroid Camera. Picture size—3 1/4 x 4 1/4 inches. Take and develop excellent pictures in one operation.

TWENTY-FIVE 7th PRIZES: Each a \$39.95 Admiral Pocket-Size Transistor Radio. Charcoal finish. Razor-edge selectivity!

MONTHLY PRIZES ALSO!

Fifteen days following the end of each month, from May thru September, 4 monthly prizes—a Polaroid camera, a Waltham watch and two Admiral Transistor radios will be awarded to the four best entries in that month.

HERE's the golden opportunity you've dreamed of . . . for now Sam'l Bingham's Son Mfg. Co., the world's largest exclusive manufacturer of rollers, offers YOU (and that one person in the world you'd most like to take with you), an all-expense-paid luxury vacation for two—in Paris or Bermuda or Nassau.

You'll travel like a king . . . live like a millionaire! Your "magic carpet" will be the great, sleek, luxury airliner that takes you there. You'll be put up at the finest hotels, enjoy the very best deluxe accommodations and have plenty of extra prize money in your pocket to spend! All this can be yours, at NO cost to you, for merely completing *one* simple sentence in plain everyday words.

HERE'S ALL YOU HAVE TO DO!

First—write today for an official entry blank, addressing your letter to Sam'l Bingham's Son Mfg. Co., Chicago; or get your official entry blank from your nearest Bingham representative—see list of Branches below. It's easy! On entry blank you'll find three incomplete sentences about Sam'l Bingham rollers. Complete just *one* of those sentences (*any* one you choose), and YOU will be in the running for that all-expense-paid, luxury vacation in Paris, Bermuda or Nassau—and one of fifty other valuable prizes—with an even chance to win! Enter today!

Read the simple rules and send for your entry blank now!

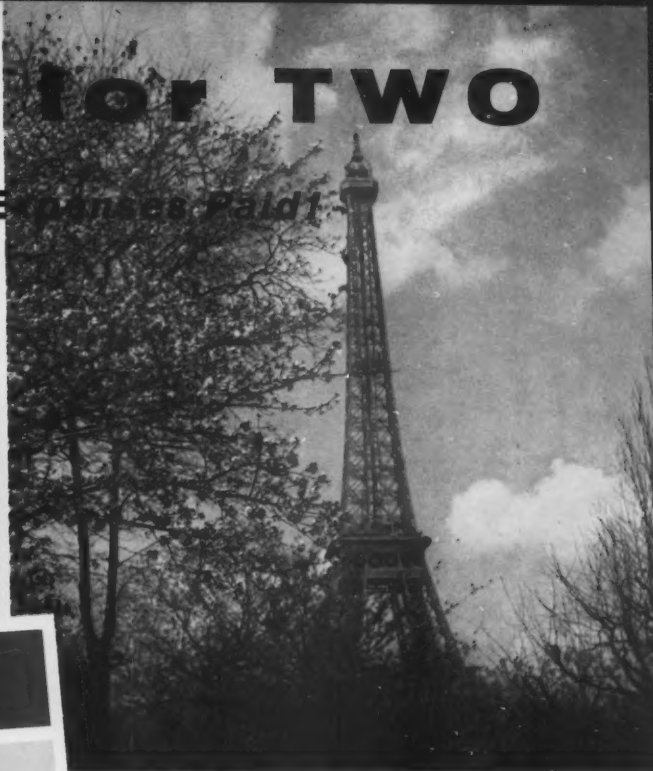
© Sam'l Bingham's Son Mfg. Co.

SAM'L BINGHAM'S SON MFG. CO.

World's Largest Exclusive Manufacturer of Rollers

VACATION for TWO

All Expenses Paid!



10 Days in PARIS
or Week in BERMUDA
or Week in NASSAU

CONTEST RULES

Contest is open to all persons 21 years of age or over residing in the continental United States, who are engaged in the graphic arts industry, including printers and pressmen and other users of Bingham rolls; except employees of Sam'l Bingham's Son Mfg. Co., its advertising agency and members of their families.

WHAT YOU DO is so simple it won't take five minutes of your time. Just complete any one, and *only* one of the following three sentences:

"I like Sam'l Bingham's dependable Composition Rollers because . . ."

or

"I like Sam'l Bingham's new 'velvet touch' Shamrock litho roller because . . ."

or

"I like Sam'l Bingham's Rollers because . . ."

—in 50 words or less.

You may send in as many entries as you like. All entries received by midnight of the last day of each month during the contest period are eligible to win prizes awarded for that month and **ALSO** to win the Grand Prizes to be awarded following Close of Contest. Contest opens May 1st, 1957 and closes midnight October 31st, 1957.

But no contestant can win more than one **MONTHLY** prize. Each entry must be hand printed or typed on an official Sam'l Bingham's Contest Entry Blank. In the event of ties, duplicate prizes will be awarded.

Do it easy—remember flowery words or fancy phrases do *not* count extra. Just give your honest opinion of whatever Sam'l Bingham roller you choose to write about—like you'd tell it to a friend. A plain simple statement that pops into your head while reading this advertisement may take you to Paris, Bermuda or Nassau on an all-expense-paid vacation for two.

An Independent Board of Judges will judge all entries for aptness of thought, originality and sincerity. Judges' decisions will be final. Prizes are not transferable nor convertible into cash or merchandise. All entries become the property of Sam'l Bingham's Son Mfg. Co. Luxury vacation prizes must be used within one year.

Write today to Contest Dept. Sam'l Bingham's Son Mfg. Co., P. O. Box No. 8370, Chicago 80, Illinois for your official entry blank, or get yours from a Bingham representative at your nearest branch—see list below. No one has a better chance to win than you.



CHICAGO—Home Office • ATLANTA • CINCINNATI • CLEVELAND • DALLAS • DES MOINES • DETROIT • HOUSTON • INDIANAPOLIS • KALAMAZOO
KANSAS CITY • MILWAUKEE • MINNEAPOLIS • NASHVILLE • OKLAHOMA CITY • PITTSBURGH • ST. LOUIS • SEARCY, ARK. • SPRINGFIELD, O.

25TH ANNUAL CONVENTION AND EXHIBIT OF THE NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

Chase-Park Plaza Hotels, September 11, 12, 13 and 14, 1957

PLAN NOW so you and your key men can

SEE the biggest NAPL Exhibit ever planned

HEAR provocative lithography discussions

PARTICIPATE in vital clinics on lithography

The lithographic industry is undergoing an industrial revolution. In the years just ahead there will be bigger markets of many more products for SOME lithographers. To keep up with this *f-a-s-t m-o-v-i-n-g* industry you will need to learn all you can about cold typesetting equipment — presensitized plates — masking in camera — roll-fed cameras — color separations from transparencies in short order — what's new in paper, ink, blanket, rollers, sleeves, improving dampening mechanism, pH control cutters and webfed presses which now turn out excellent high-grade process color booklets so fast they can't be counted.

This 1957 NAPL Convention program will be loaded with information to help weigh selling, production and management of lithography for tomorrow.

REGISTRATION DIVIDEND

Every registered guest will receive a copy of the 20th Anniversary Edition of the Lithographers Manual without charge — Normal Price \$15.00. The Lithographers Manual will be a compendium of lithography, profusely illustrated in line, halftone, and color.

The new Manual will be an indispensable source of reference on all phases of lithography, it has been completely revised and up-to-the future! It is complete and broad in scope. The list of contributing authorities represent the most advanced thinking in the industry. The unique combination of editorial studies and product presentations makes the Manual a key to the whole industry. The list of cooperating manufacturers contains the best names of the industry. The Manual will be a really handsome book. Hard-bound and large (page size 8½ x 11), it will be completely produced in lithography and contain many illustrations in line, half-tone and color. Every lithographer who loves his craft will proudly own it.

National Association of Photo-Lithographers

317 W. 45th St., New York 36, N. Y.

EXHIBITORS

Addressograph-Multigraph Corporation
American Type Founders Co., Inc.
Anchor Chemical Co., Inc.
Anso, A Division of General Aniline and Film Corporation
Azoplate Corporation
Russell Ernest Baum, Inc.
Sam'l Bingham's Son Mfg. Co.
Bridgeport Engravers Supply Company, Inc.
W. A. Brown Manufacturing Co.
Chemco Photoproducts Company, Inc.
Consolidated International Equipment & Supply Company
Consolidated Water Power & Paper Co.
Craftsman Line-Up Table Corporation
Davidson Corporation
A. B. Dick Company
E. I. duPont de Nemours & Co., Inc.
Eastman Kodak Company
Electronic Mechanical Products Co.
The Everite Company
Foster Manufacturing Company
William A. Frangos, Inc.
Gaetjens Berger & Wirth Inc.
William Gegenheimer Co., Inc.
Jos. Gelb Co.
The Gevaert Company of America, Inc.
Godfrey Roller Company
C. P. Goerz American Optical Company
Graphic Arts Employment Service
The Graphic Supply Company
M. Grumbacher, Inc.
The Haloid Company
Hamilton Paper Co.
Harris-Seybold Company
Hulen Line-up Co.
Philip A. Hunt Company
Ideal Roller & Mfg. Co.
Ilford Inc.
Interchemical Corporation, Printing Ink Division
Jomac Inc.
Kemart Corporation
Henry P. Korn
Krug Litho Art Co., Inc.
Lanston Monotype Machine Company
E. P. Lawson Co., Inc.
Litho Chemical & Supply Company, Inc.
Lithoplate, Inc., a subsidiary of Harris-Seybold Co.
Macbeth Arc Lamp Company
Mark Specialty Co.
Minnesota Mining & Manufacturing Co.
National Carbon Company
nuArc Company, Inc.
Ortman-McCain Company
Oxy-Dry Sprayer Corporation
Harold M. Pitman Company
Polychrome Corp.
R B & P Chemical & Supply, Incorporated
Remington Rand Division of Sperry Rand Corp.
Repro Graphic Machines, Inc.
Roberts & Porter, Inc.
Robertson Photo-Mechanix, Inc.
Harry H. Rogers Company, Inc.
Roll-O-Graphic Corp.
Rutherford Machinery Co., Division Sun Chemical Corp.
H. Schmidt & Company
Sinclair and Valentine Co.
The Strong Electric Corporation
Sun Supply Company, Division Sun Chemical Corporation
Ulano Products Company
Unitronics, Incorporated
Van Son Holland Ink Corp. of America
Vandercook & Sons, Inc.
Varn Products Co., Inc.
S. D. Warren Company; Zarkin Machine Co., Inc.

50 Years of Offset Presses

Another large attendance at the Philadelphia Litho Club, including a large number of pressroom personnel, heard a summary of the first 50 years of the offset press in the Poor Richard Club March 25.

Ralph Randall and Herbert Asten, of the Philadelphia district of Harris-Seybold Co., were the speakers, tracing the development of Harris, Potter and Harris-Seybold offset presses from 1905 to 1957.

The men discussed nearly every Harris press, from a 28 x 34" sheet-fed press made in 1905, to the 14 x 20" press manufactured in 1956. The speakers also mentioned recent installation of an eight-color web press at Western Printing & Lithographing Co., Poughkeepsie, N. Y., which has a 50" web, with four units of two-colors each. Other web presses are in the planning stage, they stated.

Some of the presses described in the presentation were the following:

1906 — Harris S4L, 22 x 30", built for Republic Bank Note, used 40 years and bought back by Harris as a show model.

1910 — S1L, 17 x 22" used by many small shops getting into litho.

1912 — S7L 36 x 48", "the press that made the litho industry."

1915 — LE, 44 x 58", a "mistake which illustrated that it doesn't pay to build special size presses."

1928 — First Harris-Seybold-Potter press, LW, with an 80" web.

1931 — JT, 41 x 54", first four-color press.

1941 — LTE, 20 x 22", a war press with aluminum frames.

1947 — LTP, 23 x 36", two-color press, radical in design.

1952 — Metal decorating tandem press, capable of turning out 100 sheets a minute.

Harris-Seybold and Potter were merged in 1926. In 1945 Potter was dropped from the name. Both men were careful to note the "mistakes" as well as the accomplishments of the press company during the period covered. The mistakes usually were an unpopular size or a press for a market that was not yet ready for it. Several of the company's models have

been extremely popular and have been used for a number of years, they added.

Mr. Randall cited old-timers like Clarence Dickinson, formerly of R. Hoe & Co.; Harry Potter, formerly of Harris-Seybold; Charles Titsworth, of Miehle; Gus Parker, Parker Metal Decorating Co.; Charles Harrolds, A. B. Woodruff and R. V. Mitchell, all of Harris-Seybold. He said they contributed much to the development of the modern lithographic presses.

New members admitted to the club are Robert M. Hetherington, Jr., Ketterlinus Litho Mfg. Co.; Herbert N. Cantor, National Photolithography Corp.; and Theodore Bernstein, Drake Press. Pressure of business has forced Walter Kaiser to resign from the board of directors. John Fleming was named to fill the vacancy, and committee duties were reassigned.

President Stephen Rubenstein said plans are progressing for the TV Forum in the Ben Franklin Hotel May 10-11. A sellout is indicated, he told the club members. Co-sponsors include Philadelphia Club of Printing House Craftsmen, Local No. 14, A.L.A., Washington Litho Club, Printing Supplymen's Guild of Philadelphia, Ink Makers Association, Jr. Executives Club, Printing Industries of Philadelphia and Lithographer's Association of Philadelphia.

New York

Soderstrom Inspects Future

Walter E. Soderstrom, executive vice president of the National Association of Photo-Lithographers, delivered a talk titled, "Your Future in Lithography," at the March meeting of the New York Litho Club. Many old-time members, and a greater than usual number of regular members, turned out to hear Mr. Soderstrom review and forecast industry developments and prospects.

Mr. Soderstrom, in speaking of developments, said, in part:

The industry should benefit from these moves. Research and engineering know how will be pooled, and instead of weakened, strengthened. We can hope that some of the differences

in the design of equipment such as varying sizes, cut on cylinders and gears, with the passing of time will be made more uniform. We can hope for better equipment in the years ahead. We hear that big business, International Business Machine, Remington Rand, Minnesota Mining, and other giants recognize the fact that lithography is the healthy child in the graphic arts family and they are doing more than looking on, they are either acquiring stock, doing research or actually beginning to supply materials for our industry.

Volume Rising Rapidly

Lithographic volume has grown very rapidly over the past ten years, an estimated \$1,250,000,000 for 1956. However, it is my guess that if our overall economy continues on a steady keel that lithographic growth in annual volume, new products and new competition will be at a higher rate in the next two or three years.

For twenty-five years now I have observed selling, production and management in the lithographic industry. Many new employers have come into the field lacking even the first requisites of good business, i.e., a knowledge of costs and sound selling. The industry has operated with a shortage of skilled craftsmen. Management has educated itself by the boot strap method . . . despite all of these handicaps and more, the lithographic industry has increased its stature. It has grown strong even though such vital work operations as changing values in positives and negatives and making color separations were not only subject to the knowledge and ability of the craftsman, but to the fact many long hours of the most skilled craftsmanship are required for these operations.

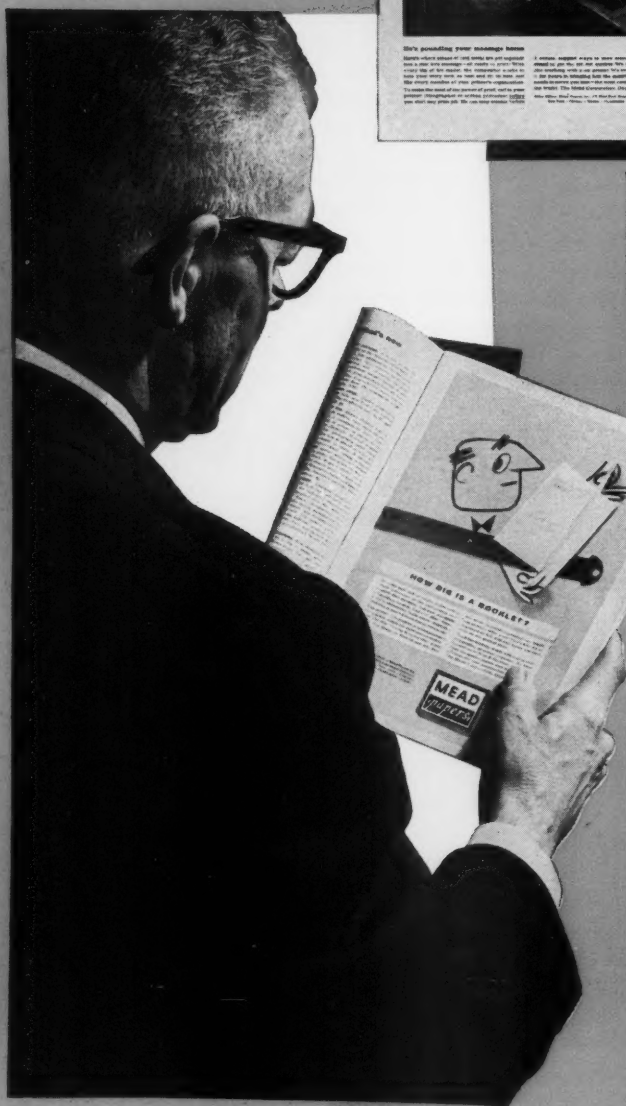
Credits LTF

We owe a great deal to the fact that the lithographic employers and those who sell the industry set up and endowed our Lithographic Technical Foundation. The industry never can measure the credit due L.T.F. for the research, study and educational information they have disseminated.

You know, of course, that many

All this
new Mead
advertising

in all these
magazines



KNOW YOUR PRINTER BETTER!

It's something your magazine knows. It's the printer's job to know every detail of the printing process. That's why the printer is the one who knows the printer's job. That's why the printer is the one who knows the printer's job. That's why the printer is the one who knows the printer's job.

MEAD
papers

"direct mail
works
for us !"

...and one of the reasons
is because we got to know
our printer better."

Charles S. Brown

MEAD
papers

WHAT'S THE BEST SETTING
FOR THE DRAMATIC CLUB?

The dramatic club is a great way to spend your time. It's a place where you can learn about the art of drama. It's a place where you can learn about the art of drama. It's a place where you can learn about the art of drama.

MEAD
papers



tells customers to get you into jobs at the planning stage

You have the lead in Mead's big advertising show for 1957! Advertisements in national and trade magazines all feature the printing business. All tell your customers to plan with you from the start so that you can serve them better, produce better printed pieces! The Mead Corporation, Dayton 2, Ohio, producers of the world's most complete line of quality printing papers. For full information, see the Mead paper merchant nearest you.



Sales Offices: Mead Papers, Inc.,
116 West First Street, Dayton 2,
Ohio • New York • Chicago •
Boston • Philadelphia • Atlanta.

items are being built by the equipment industry. They believe in the future of the lithographic industry. They are investing tremendous sums in the future of lithography. Here are a few items: (1) Fotosetter, (2) Monophoto, (3) Mergenthaler Linofilm System, (4) Listomatic camera, (5) PDI Color Scanner, (6) RCA color correcting equipment, (7) Web-fed press development, and (8) Mechanical film developers.

It is only fair that you mentally ask, "What does all of this mean to me?" Well, it means just this . . . under this industrial revolution an employe, yes, and an employer, must try new materials, equipment and methods. And I want to say here, too, that the employer should protect himself against the peddler of crackpot ideas by checking with his trade association before he spends a lot of money on the "best thing that has ever come down the pike." Big business is getting bigger. Can companies are getting into the container and the box business, the paper companies are getting into the packaging and labeling field, the larger lithographers are constantly buying bigger and better equipment. This ultimately will affect the medium and small firms, too. I am amazed to hear from time to time, that some will not try out a presensitized plate!

There will be abundant opportunity for lithographic craftsmen to step far ahead of their fellows provided they are willing to try new things such as presensitized plates, masking methods, etc. Both the employer and employees of a plant where new materials, equipment and methods are not tried out will fall far behind the fast moving parade."

Broadston Addresses Club

T. M. Broadston, eastern sales manager for Harris-Seybold Co., was guest speaker at the club's April meeting. His topic was "The First Fifty Years of Offset." Mr. Broadston has 24 years of background in the printing and lithographic industry. His father was a superintendent of an offset plant, and through him Mr. Broadston received his first practical

experience in lithography. He has been with Harris-Seybold since 1948. The meeting was held at Hotel Shelburne, Lexington Ave. & 37th St., new meeting place for the club. All future meetings are expected to be held there.

New members recently admitted to the club are Anthony T. Dagnelli, Snyder & Black, and Edward May, Sr., Jessie Mines Litho Co.

Tulsa

Members Visit Litho School

Members of the Tulsa Litho Club traveled out of town for last month's meeting to Oklahoma A&M Tech in Okmulgee, where they were guests of the litho section of the School of Printing. Included in the program were instructions on various phases of camera and press operation.

Buffalo

Advertising Discussion Held

George Snider and Robert Leib, both of Batten, Barton, Durstine & Osborn Advertising Agency, Buffalo, discussed "Where Does the Advertising Dollar Go?" at the April meeting of Buffalo Litho Club. Mr. Snider and Mr. Leib explained the growth of advertising and compared its growth to the gross national product.

New members admitted to the club include Charles Hopper, Baker, Jones and Hausner, Inc.; James Rath, J. F. Adams Co., Inc.; and Robert Wehnert, Marks and Fuller, Inc.

Shuffle off to . . .

BUFFALO, N. Y.

38th ANNUAL CONVENTION

INTERNATIONAL ASSOCIATION OF
PRINTING HOUSE CRAFTSMEN, Inc.



**HOTEL
STATLER**

Make it Vacation Time too!

AUGUST 4-7, 1957

Cincinnati

Members Let Off Steam

An annual "Gripe Night" meeting of the Cincinnati Litho Club, open to members and suppliers, was held May 14 at the Guidara Restaurant. The session provided those present with opportunities to "blow off steam" about troublesome industry problems, situations and activities. At the closed April dinner meeting, members discussed plans for the annual spring moonlight boatride on the Ohio River and the mid-summer picnic. A new member is Robert A. Crocker of Strathmore Press, Inc.

Boston

Combined Meeting

More than 250 members and guests of the Boston Litho Club and Boston Club of Printing House Craftsmen learned how "The Buyer Looks at the Printer," at the annual combined meeting of the two groups, held at Hotel Gardner, Boston, April 8, with the lithographers playing host.

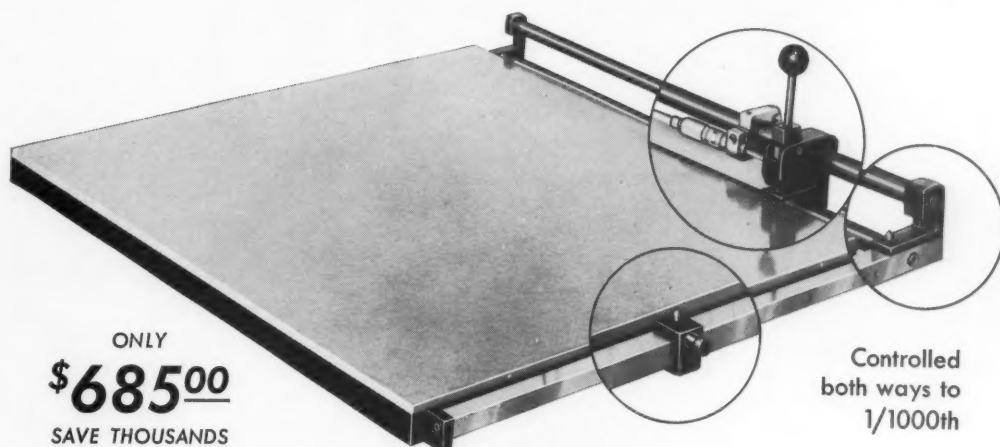
A full program on how New England printers compare with other markets on quality, equipment and prices and what percentage of printing is being converted to 3-color process, comprised some of the salient points on which three speakers deliberated.

Values of Combination Shops

Gilbert W. Bassett, Lithoprint sales manager, and Charles A. Harwood, field sales manager, Miehle Printing Press & Mfg. Co., Chicago, presented a program recently for 74 members and guests of the Worcester County Club of Printing House Craftsmen. Mr. Bassett and Mr. Harwood spoke on the values and merits of combination shops. The conclusion drawn by the members of Miehle's staff was that "Today it takes two, offset and letterpress, to get the business. Too many printers are letting the printing buyer choose the process instead of selecting it themselves, based on the merits and economics of the individual job."

Chesley F. Carlson

Controlled Accuracy



ONLY
\$685⁰⁰
SAVE THOUSANDS

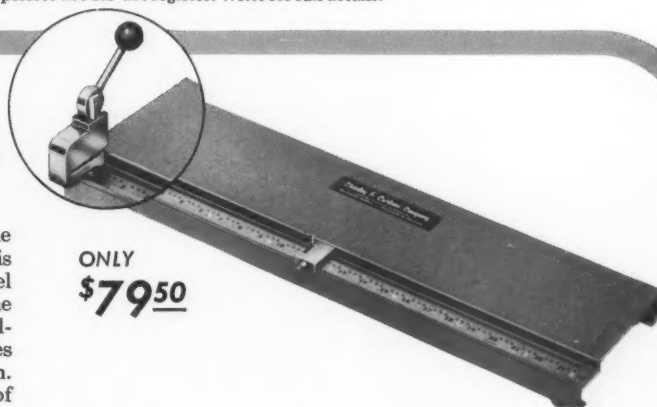
Controlled
both ways to
1/1000th

THE CARLSON PHOTO-COMPOSING SPACER.

Accurate to 1/1000th, this Carlson Photo-Composing Spacer does the work of machines costing thousands in stepping multiple negatives or on plates. Utilizing this proven, accurate punch-and-hole system with micrometer control, the Carlson Spacer operates at 4-times the speed of hand stepping—while maintaining perfect dot-for-dot register. Write for full details.

THE CARLSON STEP-AND-REPEAT PUNCH

This is practical equipment for the smaller lithographer. Although this is a fine precision-made, all-steel punch which steps with hair-line accuracy, it costs only a few dollars. The Carlson Punch utilizes our proven punch-and-hole system. It provides lock screw setting of three point optical finder, 24" etched stainless steel rule and self-aligning throat-stop for controlled accuracy with Carlson Master Strips. Write for details.



ONLY
\$79⁵⁰

NOTE: Any time within 18 months after purchasing a Carlson Step-and-Repeat Punch, you may trade it in at full price on a Carlson Photo-Composing Spacer.

Chesley F. Carlson Company

BEN FRANKLIN BUILDING • MINNEAPOLIS 15, MINNESOTA

MODERN LITHOGRAPHY, May, 1957



... you'll save lots of both with

EAGLE-A TROJAN BOND

Press time costs go *down*, profits go *up*—when you print on Eagle-A Trojan Bond! This outstanding 25% rag content bond goes through your presses so smoothly that you avoid delays, complete the job *ahead* of time. And you'll be proud to show your customers the fine printing results. Trojan Bond's a perfect choice for letterheads, office forms, direct mail. Comes in a sparkling blue white and a choice of colors and finishes... in all regular substance weights and press sizes and envelopes-to-match.

Write for a portfolio of printed samples. *Other papers in the Eagle-A Trojan line: Trojan Record, Trojan Onion Skin.*

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AMERICAN WRITING PAPER CORPORATION
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Manufacturers of famous EAGLE-A COUPON BOND and other nationally-known Bonds • Onion Skins • Manifolds
Ledgers • Bristols • Texts • Covers • Boxed Typewriter
Papers • Technical, Industrial and Special Papers

Kansas State Printer Resigns

Ferd Voiland, Jr., State Printer of Kansas, has been named executive vice president and a director of Hall



Ferd Voiland

Lithographing Co., Topeka, Kan. Mr. Voiland has resigned his state government position, effective June 30, 1957. Meanwhile, he is being retained in an advisory capacity for the Hall firm as graphic arts consultant.

Frank Proctor, president, and Robert M. Guinn, director, said in a statement that "Mr. Voiland will direct an expansion program for the 70-year old lithographing company,

featuring increased activity in the publication and book fields."

The Hall company was sold by its local owners early last fall. In December, the lithographing company was purchased by the Alabama Acceptance Corp. of Birmingham, of which Mr. Proctor is an executive. He emphasized that Hall was acquired for operation rather than as speculation.

•

Winners in 3M Contest

Ten lithographic printing houses from all parts of the U.S., their plate-makers and pressman, have been named winners in the Excellence of Lithography Competition sponsored by Minnesota Mining and Manufacturing Co., St. Paul.

Winners in the competition were Curtis Laboratories, Los Angeles; Westlake Printing Co., Los Angeles; Volkmer Litho Co., Overland Park, Kan.; Sequoia Press, Kalamazoo, Mich.; Nu Way Printing and Envelope Co., Portland, Ore.; Litho Arts, Inc., Miami; Henry Offset, Glendale, Cal.; Par Printing Co., Dallas; and Printing Plate Craftsmen, York, Pa.



The four graphic arts experts judging the 3M Excellence of Lithography Competition are, left to right, James L. Chisholm, president of The Production Men's Club of Chicago; Walter E. Soderstrom, executive vice president of The National

Association of Photo Lithographers; John Amon, president of The Chicago Art Director's Club; and Lowell L. Dummer, president of The Chicago Craftsman's Club. Judging took place at the Drake Hotel in Chicago.

Litho Club Guide

- BALTIMORE**
Robert H. Scheuer, Secy.
2118 Brannen Rd., S.E., Atlanta
- BALTIMORE**
Harold E. Hackman, Secy.
2950 Loch Haven Rd., Baltimore 18.
- BOSTON**
Vincent J. Aliberte, Secy.
2010 Revere Beach Pkway, Everett 49, Mass.
- BUFFALO**
Edmond S. Sendker, Secy.
978 Ellicott St., Buffalo 9
- CANTON**
Robert G. Scheppan, Secy.
1510 Meadow Lane, N.W., Canton 9
- CHICAGO**
Emil Winter, Secy.
1301 Blackhawk St., Chicago
- CINCINNATI**
Buford Payne, Secy.
9 Burnham St., Cincinnati
- CLEVELAND**
Kenneth Aldridge, Secy.
1988 Caroline Dr., Mentor, O.
- COLUMBUS**
James Bishop, Secy.
5077 Big Gun Rd., Grove City 2, O.
- CONNECTICUT VALLEY**
Edward J. Yuskevics, Secy.
1847 Paquonock Ave., Poquonock, Conn.
- DALLAS**
Donald A. Cauley, Secy.
1807 Mentor St., Dallas
- DAYTON**
Robert J. Mackin, Secy.
333 Salem Ave., Dayton 2
- DETROIT**
John Murphy, Secy.
13110 Santa Rosa St., Detroit 38
- FORT WORTH**
Vernon Kageler, Secy.
4933 Dunlap Dr., Fort Worth
- HOUSTON**
Frances Porter, Secy.
2301 Huldy St., Houston 19
- LOS ANGELES**
Curtis Bourland, Secy.
7101 W. 93rd. Pl., Los Angeles 45
- MILWAUKEE**
Jack W. Miller, Secy.
2572 N. 21st St., Milwaukee
- NEW YORK**
Louis Happ, Secy.
11 Darby Court, Malverne, N. Y.
- PHILADELPHIA**
Joseph H. Winterburg, Secy.
618 Race St., Philadelphia 6
- PIEDMONT**
Bernard A. Wilmering, Secy.
1503 Madison Ave., Greensboro, N. C.
- ROCHESTER**
Edward C. Potter, Secy.
198 Weston Rd., Rochester 12.
- ST. LOUIS**
Eugene Hanson, Secy.
4440 Bessie Ave., St. Louis 15
- TULSA**
Fridolph A. Holmberg, Secy.
1712 S. Owasso St., Tulsa
- TWIN CITY**
Leonard J. Holzinger, Secy.
1405 Chicago Ave., Minneapolis 4
- WASHINGTON**
Raymond Geegh, Secy.
P.O. Box 952, Ben Franklin Station, Washington 4
- CENTRAL WISCONSIN**
Richard Kiser, Secy.
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good reasons
for improved lithography —
and all of them are IDEAL

one—Plast-O-Damp System of Measured Moisture, the sensational new method of dampening litho plates with a controlled film of water to match controlled films of ink

two—Graytone Rollers which permit you to see that rollers are clean and properly covered with ink at all times

three—Masterlith vulcanized oil rollers to give you velvety solids, clear soft tints and color, reproduce fine detail and halftones

four—Lithocraft rollers for use with special inks, rugged production work at high speeds, fast starts and minimum after-hours care.

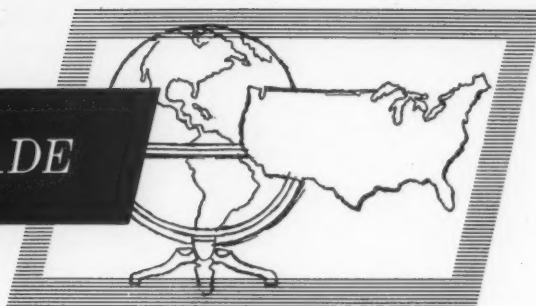
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factories — one in your vicinity — all
producing these fine products for
your pressroom. Save time, money
and transportation costs and produce
the top quality in your area.

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NEWS about the TRADE



Milprint, Philip Morris Merger

Milprint, Inc., Milwaukee, lithographers who are a leading company in the flexible packaging field, plans to join with Philip Morris, Inc., cigarette manufacturer, in a major step toward packaging, research and manufacturing integration. Consolidated net sales of Milprint in 1956 were more than \$55 million.

In a joint announcement issued last month, William Heller, Sr., chairman of the board of Milprint, and O. Parker McComas, president of Philip Morris, said "The boards of directors of both Milprint and Philip Morris have separately approved in principle, subject to further independent approval by the stockholders of both companies, an acquisition plan." Under the plan, Milprint will operate as a separate subsidiary of Philip Morris with continued present management and operating practices.

H. S. Crocker Names Chase

Bradley Chase has been named sales manager of the folding carton department of H. S. Crocker Co., Inc., San Bruno, Calif. Mr. Chase formerly was associated with the Bay Cities Paper Box Co., Oakland, and the Western Paper Box Co., San Francisco, in sales development and administration. In his new capacity, he will direct sales activities for folding cartons throughout the U. S., principally in food and beverage packaging.

LTF Raises Membership Dues

The Lithographic Technical Foundation, in an effort to finance increased research and educational programs, has announced that membership dues will be raised effective Jan. 1, 1958. Sustaining memberships,

now \$250, will be increased to \$300 and annual memberships, currently \$150, will cost \$200.

At the board of directors' meeting held recently, a budget of \$400,000 was approved for 1957. This was the highest in the Foundation's history, \$71,000 more than in 1956. In addition, the board commented that, compared with other small unit industries where the average expenditure for research is 2/10 of 1 percent, the lithographic industry is spending less than 1/100 of 1 percent.

Ashcraft Heads Kansas City GAA

William F. Ashcraft, president of Ashcraft, Inc. and of Process Litho Plate, Inc., has been elected president



W. F. Ashcraft

of the Graphic Arts Association of Kansas City. Mr. Ashcraft succeeds Frank O. White, president of Brown-White-Lowell Press.

Other officers recently elected are Benton Thomas, LaRue Printing Co., vice president; S. D. Goller, Fine Arts Lithographing Co., secretary; and H. Milton Jungbluth, Western Newspaper Union, treasurer. Burdette Yeo is executive secretary.

Litho, Letterpress Firms Merge

Tri Arts Litho, Inc. and Tower Press, Inc., both of Cleveland, recently announced consolidation of their plant and equipment facilities in an integrated operation to cover the entire second floor of the latter's building with an area of 35,000 sq. ft. The companies will maintain their identities, operating as divisions of each other and combining their lithography and letterpress departments. John Braun, one of the better-known old time lithographers of Cleveland, is owner and president of Tri Arts Litho, Inc.

Hambleton Co. Elects

H. Howard Turner and Blake Wilson, Hambleton Co., Wilmington lithographing company, were elected to new posts at a board meeting held recently. Mr. Turner assumed the chairmanship of the board of directors. He had held the position of president and general manager. Mr. Wilson, having previously served as vice president, succeeded Mr. Turner as president and general manager.

The Hambleton Co. has specialized in planning and producing advertising lithography for business firms in the Wilmington area for the past 12 years.

U. S. Playing Card Co. Reports

The United States Playing Card Co., Cincinnati, reported increased sales and net profits for 1956. Sales last year were \$18,559,460, compared with \$18,132,287 in 1955, and net income after taxes was \$1,810,929, equal to \$4.70 per share of outstanding stock, compared with net profit of \$1,699,055, or \$4.41 a share, in the previous year.

Credit Union Used At Buck

The Buck Printing Co., Boston, has approved a new employee manned and controlled Federal Credit Union to be used for the convenience of Buck personnel and their families.

Since 1948, the offset personnel of Buck have operated the Offset Mutual Aid Association. The funds for this Association came from a 25 cent contribution made by the employees each week, and were disbursed on such occasions that would normally require a collection, such as illness, death, termination of employment, etc. However, the funds accumulated faster than they were used, and at the end of a year, a luncheon was enjoyed by all participating members, and dividends were paid.

Last year, the idea of loan benefits was brought up, and it was from this employee-run aid fund that the Federal Credit Union emerged.

The company officers, Robert Jacobson, president; Durfee B. Hill, treasurer; and Mrs. Kathleen V. Norton, secretary, contacted the Credit Union National Association, received necessary information, obtained the required number of employees necessary to have a charter granted, and began the association in their own plant. The Credit Union which began late last year, started with 32 members and \$200 and has since grown to 75 members and \$3,000.

The prime purpose of this Credit Union is to make funds available to the employees at the lowest possible rate of interest and also to encourage them to save, use a practical budget, and gain credit advantages.

Self-Advertising Contest Set

Details of the Sixth Printers' and Lithographers' Self-Advertising Exhibition and Awards were mailed recently to members of Printing Industry of America, co-sponsors of the annual event with Miller Printing Machinery Co., Pittsburgh. Three cash prizes of \$1,000 each and nine bronze statuettes of Benjamin Franklin will go to the winners.

Closing date for entries this year is Sept. 13. Awards are divided by size of companies, which gives each entrant an opportunity to compete

with other companies in the same size classification. Entries and rules may be obtained from any local office of PIA, Miller Printing Machinery Co., or PIA headquarters.

USP&L Purchases Lehmann

The U. S. Printing & Lithograph Co. of Cincinnati has purchased the Lehmann Printing & Lithographing Co. of San Francisco, effective April 1, it was jointly announced by W. H. Walters, president of USP&L, and Albert Weinstein, president of Lehmann. While the purchase price was not disclosed, terms of the transaction provided for the outright purchase of all assets and good will of the Lehmann Co.

Mr. Weinstein, who has served as president of the San Francisco organization since Mr. Lehmann's death in 1953, will continue in charge of the plant, and George DeSalvatore will continue to serve as production manager.

The newly acquired company will hereafter be operated as the Lehmann Printing & Lithographing Division of the U. S. Printing and Lithograph Co., and Mr. Weinstein will head the new division. No changes in office, sales or plant personnel are contemplated, and manufacturing operations will continue in the Lehmann plant at 300 Second St., San Francisco.

The 55-year-old California concern produces labels and other multi-color printed material, and operates both offset lithographic and letterpress equipment.

U. S. Printing & Lithograph Co., with headquarters in Cincinnati, also operates another west coast plant at Redwood City, Cal., and has six other plants located in Cincinnati, Mineola, N. Y.; Baltimore; Erie, Pa.; St. Charles, Ill., and Philadelphia.

Following purchase of the Redwood City plant in 1949, USP&L in 1955 bought an 11-acre tract at San Jose, and announced its intention of constructing a plant which would supersede the Redwood City operation, but construction has not yet started. Purchase of the Lehmann plant will not supplant production at Redwood City, according to a recent announcement.

Dunne Heads Lithoplate In East

Thomas J. Dunne, formerly eastern district manager, has been appointed eastern sales manager of Lithoplate,



T. J. Dunne

Inc., Harris-Seybold Co. subsidiary, according to B. L. Menne, vice president of merchandising. He succeeds Cal D. Harman, who recently was named western sales manager.

Other appointments announced by Mr. Menne include Erling Gullixson, in sales for Lithoplate and predecessor companies for more than 10 years, Pacific district manager; Edmund Knopke, a member of the Alum-O-Lith and Lithoplate sales staff for five years, western district manager; and George A. Adams, central district manager. Mr. Adams was the Cleveland representative for the pressensitized plate firm since July, 1956.

Reserve Litho Names England

Frank England, Reserve Litho & Printing Co., Cleveland, recently was appointed plant superintendent. Mr. England spent the last five years in Detroit with General Motors Corp. and Graphic Arts Process Co. Formerly with Harris-Seybold Co. for 13 years as a litho technician, Mr. England is well known as an authority on color masking techniques.

Mr. England has given numerous talks before litho clubs and other graphic arts groups and has written a number of articles on color masking, photography, platemaking and graining. In his early years in the offset industry, he was associated with his brother in the Standard Litho Plate Graining Co. in Cleveland.

"Hickey" troubles?

Try this new
easy way to
minimize "hickies"
in offset
printing



Are "hickies", those troublesome little doughnut rings that turn up in solid background areas, spoiling the quality look of your work? Next time use BBD's "PRINTLITH #545" as your color extender and see the difference.

"PRINTLITH #545" is a unique tack-free, all-purpose transparent extender for reducing colors and making tints. However, because it increases the flow-rate of your ink and reduces the pull of the blanket against the stock, it also eliminates "hickies" in many cases.*

Unlike old-style transparent whites and other compounds, "PRINTLITH #545" may be used in any amount without causing scumming or greasing, nor changing your ink's normal drying rate. It also adds extra sparkle and contributes to cleaner printing on all grades of stock, especially coated papers.

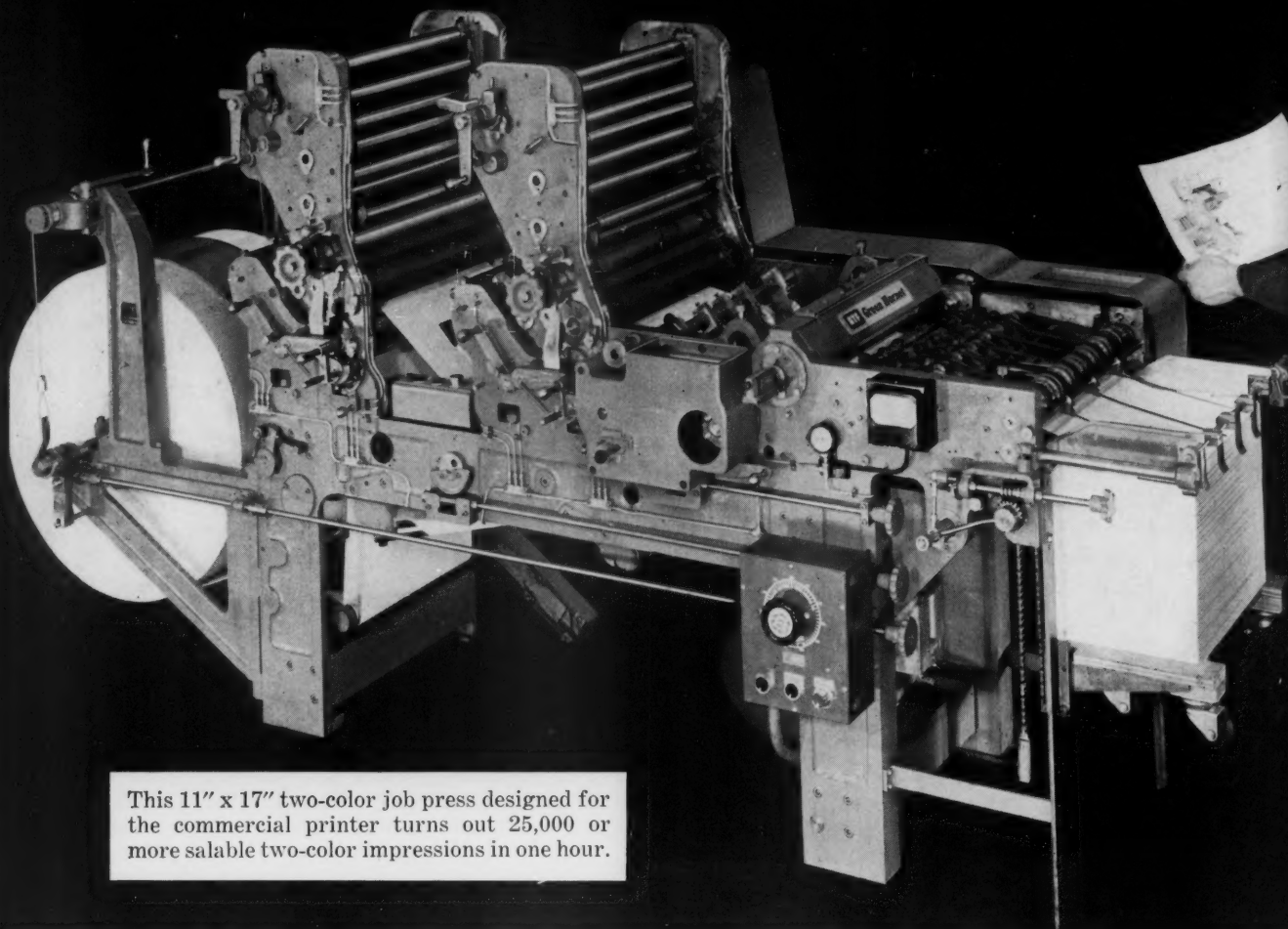
"PRINTLITH #545" may be mixed—on the slab or in the fountain—with any ink formulation requiring a transparent extender. Why not try a 5-lb. can this week?

* Since "hickies" can be traced to a variety of sources "PRINTLITH #545" will not solve the problem in every case. Nevertheless, a large number of enthusiastic offset-lithographers report that "PRINTLITH #545" has reduced their "hickey" troubles considerably.



Bensing Bros. and Deeney
Better Inks for Better Printing
3301 Hunting Park Avenue, Philadelphia 29
Call Baldwin 3-8220





This 11" x 17" two-color job press designed for the commercial printer turns out 25,000 or more salable two-color impressions in one hour.

This two-color ATF Green Hornet prints more than ... **4½ miles of paper per hour!**

Here's another ATF first!

The tremendous speeds and the operating economies of web-fed offset have been packed into this 11" x 17" two-color job press designed for the commercial printer. The ATF Green Hornet gives you up to:

25,000 sheets per hour, 11½" x 17½"printed two colors one side
25,000 sheets per hour, 11½" x 17½"printed one color both sides
50,000 sheets per hour, 8½" x 11"printed two colors one side
50,000 sheets per hour, 8½" x 11"printed one color both sides
25,000 sheets per hour, 8½" x 11"printed two colors both sides

The ATF Green Hornet is designed specifically for running 8½" x 11" jobs, singly or two-up, at speeds far in excess of sheet-fed presses. It finishes the job in "one time through" because it feeds from a roll of stock and cuts it into 11½" sheets after printing.

You can print bleed on all four sides, up to 11" x 17". You can slit a 17" wide sheet to deliver your two-up jobs cut in half. You can adjust register in either direction while running. You can print two colors on both sides of an 8½" x 11" job, with ATF's unique "double-ending" system.

**It's a real production "whiz,"
even with its few limitations.**

Get the full story from your ATF Representative or Branch Office ... or write to

ATF AMERICAN TYPE FOUNDERS 200 Elmora Avenue, Elizabeth, N. J.
Better, more profitable printing ... from the most complete line of equipment

TAPPI Coating Conference Set

"The Manufacturing and Processing of Coated Paper and Paperboard" will be the theme for the eighth Coating Conference, May 20-23, at Hotel Pfister, Milwaukee. The conference is sponsored by the Technical Association of the Pulp and Paper Industry.

This year's conference is featuring two panel sessions. One panel to be held May 21 on a "Comparison of Various Coating Methods," will feature some of the outstanding coating men in the industry. They will discuss the advantages and disadvantages of the various coating methods in use today, including the trailing blade coater, which presently is creating much interest.

The second panel, to be held May 22, will be on the "Supercalendering of Coated Paper." R. W. Martinek, Kimberly-Clark Corp., who has arranged this panel, has brought together the leading men on the supercalendering of both paper and board. Both panel sessions will be followed by question and answer periods.

A plant visit will be made May 22 to Western Printing and Lithographing Co., Racine, Wis. On May 23 plant visits can be made to either Appleton, Wis. to visit the Appleton Coated Paper Co. and the Institute of Paper Chemistry, or to the Consolidated Water Power and Paper Co. at Wisconsin Rapids.

In addition to the scheduled plant visits, arrangements have been made to visit some of the local plants, such as the breweries, in the evening. Also, the Milwaukee Braves will be playing two night games during the conference.

Exec. Changes At Consolidated

Four executive changes at Consolidated Water Power & Paper Co., Wisconsin Rapids, were announced last month by Stanton W. Mead, president.

C. E. Jackson, production manager, book mills, and Wisconsin Rapids Division manager, retired April 1. William J. Foote, formerly manager of the company's Wisconsin River Division, has been appointed director

of Book Paper Manufacture. L. W. Murtfeldt, assistant manager of Wisconsin Rapids Division, will succeed Mr. Jackson as mill manager. Stratton Martin, secretary to the vice president of manufacturing, will succeed Mr. Foote as Wisconsin River Division manager.

Pacific Craftsmen Plan Meeting

The Pacific Society of the International Club of Printing House Craftsmen will hold its annual conference at Sacramento, Cal., June 20-22. The program includes a visit to the California State Printing Plant, and clinics on art and design, human relations, color processes, ink and paper, and bookbinding. Kenneth Bonnell of the Sacramento Club of Printing House Craftsmen is chairman of the Conference.

LTF Elects 6 To Board

At the 33rd annual meeting of the Lithographic Technical Foundation held recently in New York, six new directors were elected for four year terms. They are: Lorne B. Campbell, Montreal Litho Co.; Earl Gray, Caspers Tin Plate Co.; M. J. Hoover, Sun Chemical Corp.; John McMaster, Eastman Kodak Co.; Charles Rossotti, Rossotti Litho Co.; and Otis Wells, Western Lithograph Co.

Frank J. Dunst Dies

Frank J. Dunst, president of the C. F. Hoeckel Blank Book & Lithographing Co., Denver, died March 12 in St. Luke's Hospital, Denver, after an illness of two months.

Mr. Dunst began his career at Hoeckel as an office boy at the age of 11. He became secretary of the firm in 1916 and moved up to its presidency in 1931, a position he held until his death.

Discusses PIA's Ratio Study

George I. Baggott, vice president of Manufacturers Bank & Trust Co., St. Louis, discussed the part Printing Industry of America's Ratio Study plays in a printer's profit life, at a dinner meeting last month. The meeting was sponsored by St. Louis Graphic Arts Association for members and their bookkeeping and cost accounting personnel.

3M Names Boston Supervisor

The appointment of James F. Fox as Boston branch sales supervisor, printing products division, has been announced by Minnesota Mining & Manufacturing Co. In his new position, he will be responsible for the sales of 3M printing products throughout the New England states, and in upper New York.

OVER 95% OF ALL PRINTING IS DONE BY "LETTERPRESS"

THERE MUST BE A REASON

INDEED there must be a reason, and ML set out to find it. A sticker like the one above was attached to an envelope postmarked Feb. 27, 1957, from a New York photoengraver. A check with the engraver elicited the information that "the sticker isn't new, we've been using it quite a few months." The engraver had received the stickers from the Photoengravers Board of Trade of New York, so we phoned there. "That statement is wrong," an official readily admitted. "The stickers were made up 12 or 14 years ago. It is no longer distributed by us, but there still may be a few books around. The statement was true when we made up those stickers, but not today," he added. You would have to go back considerably more than 12 or 14 years to find the time that offset, gravure and other processes represented only five percent of all printing, we reflected, but we didn't pursue the argument further. No use beating a dead horse.



OXY-DRY

anti-ink offset sprayers increase profits

10,000 VOLT OXY-DRY ELECTRONIC TUBE.

OXY-DRY SPRAYERS* PERMIT MORE PRODUCTION PER LABOR HOUR

By enabling you to run *full loads* on your presses at *maximum speeds*, you get *more production* for each man-hour of plant labor. Full loads mean less floor space to produce the big jobs, less waiting time for ink to dry. For the short runs, it means on and off the press *fast* without worry about ink-offset even when a full flow of ink is used right from the start to keep press time down to the minimum.

OXY-DRY SPRAYERS give you faster work-flow, use less powder, cut pressroom powder-fog to minimum, eliminate static electricity, are precision controlled for shift after shift operation without adjustment, free your pressmen for other quality-control steps without worry over ink offset. You will get cleaner, sharper, smoother, faster impressions per hour with OXY-DRY SPRAYERS . . . more profits per man-hour of plant operation.

YOU can reduce ink offset prevention cost, increase production, improve your product and overcome all ink-offset problems in your plant with OXY-DRY sprayers. To find out how and how much, write, wire or phone us for more information or a plant survey.

OXY-DRY

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Lithographers Display Products Before 35,800 At Chicago Packaging Exposition

THE National Packaging Exposition, held in Chicago, April 8-11, was, insofar as package printing was involved, an impressive demonstration of the lithographing industry's advance into this field, through development of new ideas for packages which utilize the powerful appeal of the realistic, full color offset printing process.

An official count of 35,800 visitors streamed through the vast International Amphitheatre, largest exposition hall in the U.S. and all on one level, where they could examine the presentations made by various lithographers specializing in package production. The show was sponsored by the American Management Association, which concurrently conducted a conference on packaging problems at the Palmer House.

Tie-In LNA Awards

An interesting new angle to the exhibits was the tie-in use litho firms made of the Certificates of Award conferred only a few days earlier on pieces that had won honors in the Lithographers National Association's 7th Awards Competition. Prominently shown by the winning lithographers were the neatly framed certificates, along with the winning pieces.

One paper firm, S. D. Warren Co., also showed cartons utilizing their paperboard stock, which only a week earlier had won awards in the "100 Best" carton competition conducted by the Folding Paper Box Association of America. Awards won in the Package Designers Council contest also appeared elsewhere around the show area.

Milprint Shows New Markets

Perhaps the most thorough revelation of lithography's determined effort to open up and serve new markets for packaging materials was made by Milprint, Inc., Milwaukee, Wis. This definite trend was evident in the lithographed cartons created by Milprint designers for such contemporary enterprises as model plane making and the do-it-yourself supply business. Not to be overlooked,

either, were the gayly lithographed Walt Disney game boxes, with text in Spanish for the Latin American Market.

Lithographed containers, designed to keep pace with new entrants in the processed foods industry were also much in evidence in Milprint's display. Butter makers have only lately discovered the powerful appetite arousing influence of full color lithography, and are keeping Milprint working overtime, according to Roy Lundberg, sales manager, on production of new cartons with vignettes showing delicious dishes topped off with a pat of melting butter.

U. S. P&L Displays Wares

U. S. Printing & Lithograph Co. occupied a strategic position near the entrance to the exposition hall, where visitors were exposed to lithography almost as they stepped into the show. For their enlightenment, Howard

Minnich, advertising manager, had prepared a "Colorcade" of packaging which presented the company's diversified lines of multi-color packages and display materials.

Attention was directed to the newly developed "Super-Glaze," a finish which imparts the much sought after high gloss appearance for labels and wrappers. For gift packaging, the novel U-S Prewrap was shown, with demonstrations of how this preformed unit wrapper is adaptable to standard packages to impart the appeal of holidays and other occasions.

Epsen Lithographing Co., Omaha, Nebr., is intensifying its drive for packaging business, it was learned in a visit to their booth. This phase of the firm's operations has been developing gradually, a spokesman said, but with adequate presses and other equipment now available, a concentrated campaign has been mapped out to increase package sales volume. It will be conducted from Omaha and from three sales branches in Denver, Dallas and Memphis.

Kimberly-Clark Corp. featured a new plastic printing paper, "Texoprint," which, it was explained, is a paper material impregnated with a plastic substance, to produce fine printing qualities with fast setting inks by four-color offset, line letterpress or silk screen process.

Kleen-Stik Products, Inc. introduced a new transfer tape applicator, which makes possible automatic and accurate application of Kleen-Stik strips from a roll for use on such lithographed products as window streamers, interior displays, point-of-purchase materials, or any printed piece.

Lithographers also found an idea for developing new business in the Allen Hollander Co.'s exhibit of its "Able-Stik" pressure sensitive adhesive for special promotional packaging labels. Stock labels are available for converting standard packages into special event sellers, for Christmas, Mother's Day, etc., and a special feature, the company said, is that the label can be removed at the end of

(Continued on Page 95)

Correction

In detailing the facts of the interesting production of a daily newspaper by offset (*February ML*, page 32) an unfortunate misstatement was included on page 112, indicating that the circulation of the rival daily newspaper in Middletown, N. Y., the *Times-Herald*, had suffered a drop in circulation "... from about 10,500 to 8,000." The *Times-Herald* has informed ML that Audit Bureau of Circulation reports show that the circulation "has always been in excess of 10,000."

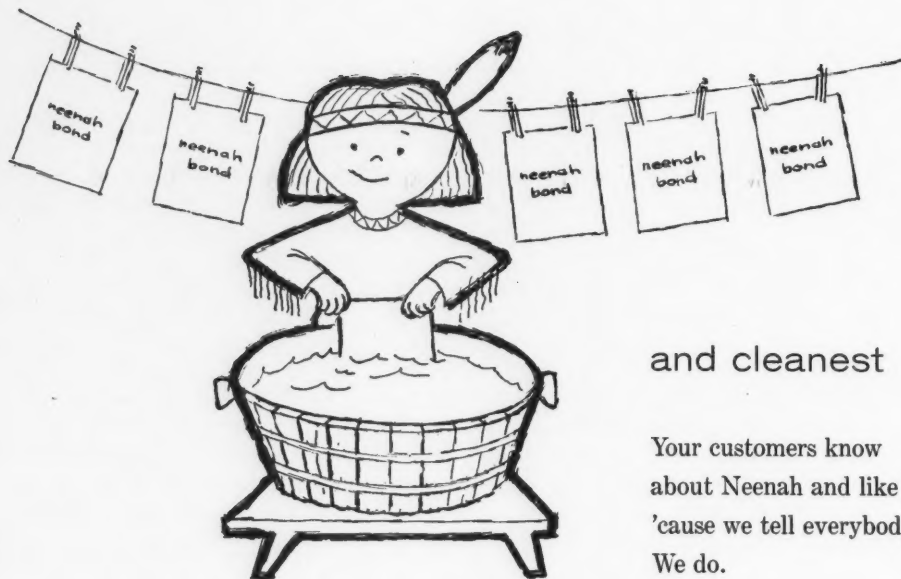
An interesting postscript to the article was the recent first Honorable Mention award which the offset daily won in the 27th annual Ayer newspaper typographic contest. The *Record*, as reported in the February article, sets its heads with Mergenthaler Linotype Pro-Type units. The paper is less than a year old.

neenah says,

honest injun...

our bond is

the whitest...

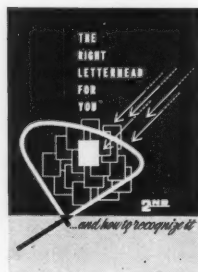


and cleanest

Your customers know
about Neenah and like it...

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We do.



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Texas School Books Lithographed By Stecher-Traung

A LARGE order of San Francisco-lithographed books is this spring being case-bound in the West's first commercial high-speed edition bindery, for May delivery to many schools in Texas. The order said to total half a million copies (in several titles) was given by Scott-Foresman & Co. for production of school readers and dictionaries, some in four-color and others in black and white with numerous illustrations. Stecher-Traung Lithograph Corporation's San Francisco plant is lithographing the sheets.

Binding is being done at the Cardoza Bookbinding Company's edition bindery completed early this year. The West's first and only privately owned mechanized book bindery, this installation is being hailed by Pacific Coast graphic arts industry members as a milestone in the progress of Western book production. It represents an investment by Northern California capital of approximately a million dollars and furnishes for the first time to private industry a facility for

hard-binding on a volume basis. Its production is approximately 20,000 books per two-shift day, and it is equipped to handle both McCain-stitched (for school use) and Smyth-sewn books.

The only comparable facility west of Illinois is in the well equipped California State Printing Office, which produces books exclusively for the state government and California grammar schools.

In addition to the Scott-Foresman books and other smaller local orders, the Cardoza plant is binding sheets printed and lithographed in the mid-West and East and shipped on skids to San Francisco by water, railroad and truck.

"There's no reason why, as this thing moves along, we shouldn't be able to produce books just as well and just as cheaply right here in the West as we have in the East," Scott-Foresman's Northern California regional manager, Harold Goddard, stated recently. "The West is growing up. The ox cart is gone."★

Stecher-Traung Reports

Net earnings of \$765,432, equal to \$3.74 a share on the common stock, was reported for 1956 by Stecher-Traung Lithograph Corp., Rochester. This compared with \$563,475, or \$2.07 a share the previous year. Sales totaled \$14,183,864 as compared with \$12,078,164.

Charles W. Weis Jr., president, said, in a letter to stockholders, that incoming orders are far outstripping those of a year ago and the company looks forward to another good earnings year.

Majestic Press Names Berg

Bernard Green, vice president of Majestic Press, Inc., Philadelphia printers and lithographers, recently announced the appointment of Sidney H. Berg as new business and sales promotion manager, effective April 8. Mr. Berg formerly was director of public relations and assistant sales promotion manager for Lit Brothers, Philadelphia. Prior to

that, he was sales promotion manager for Loft Candy Corp., New York.

Johnston Buys Printing Service

Ronald Johnston has purchased the Coast Printing Service of San Francisco and moved it to 652 Commercial St. The shop operates small lithography equipment exclusively.

Brett Lithographing Co. Lists Family Day May 11

"Family Day," a chance for the men of Brett Lithographing Co. to show their families what they really do, will be celebrated in the Long Island City plant, May 11. Guided tours, demonstrations, and a souvenir program are in store for families visiting Brett. Here are three members of the committee who arranged the activities. L. to r., Charlie Roberts, Pat DiSerio and Irving Weinstein. Other members of the committee are Walt Sullivan and Howard von Nessen.



Miehle Plans Offset Courses

Miehle Printing Press & Manufacturing Co. recently announced the opening of a new school for pressmen offering courses in both offset and letterpress. Initial classes will be held at the Chicago factory but it is planned to extend the training program to other cities in the near future.

The new program will be under the direction of Harry C. Lauchle, supervisor of technical training. Mr. Lauchle has been with Miehle since 1929 and has served in such capacities as tester of experimental products, customer trouble shooter, press demonstrator and trainer of company sales and service personnel. Classes will be limited to six or eight students each to permit individual instruction for each person.

The offset course consists of three evening classes, to be held each Monday, Wednesday and Friday from 5:30 to 8:30 p.m. Letterpress instruction is offered on Tuesday and Thursday from 5:30 to 8:30 p.m.

Beddoe Adds Press No. 7

Beddoe Printing Co., one of the oldest offset houses in Dallas, recently installed a new 23 x 30 LTW Harris press. This brings to seven, the number of offset presses operated by the firm, in addition to a letter press, camera, platemaking department and a bindery. The camera department at Beddoe is new, with the installation of a 24" Robertson camera recently being completed.

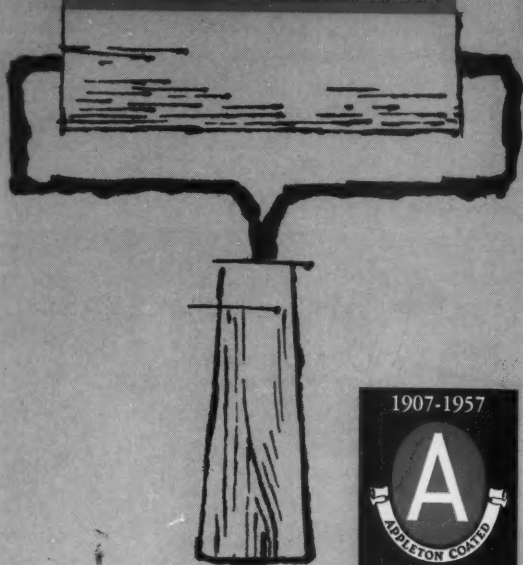
Now for the first time



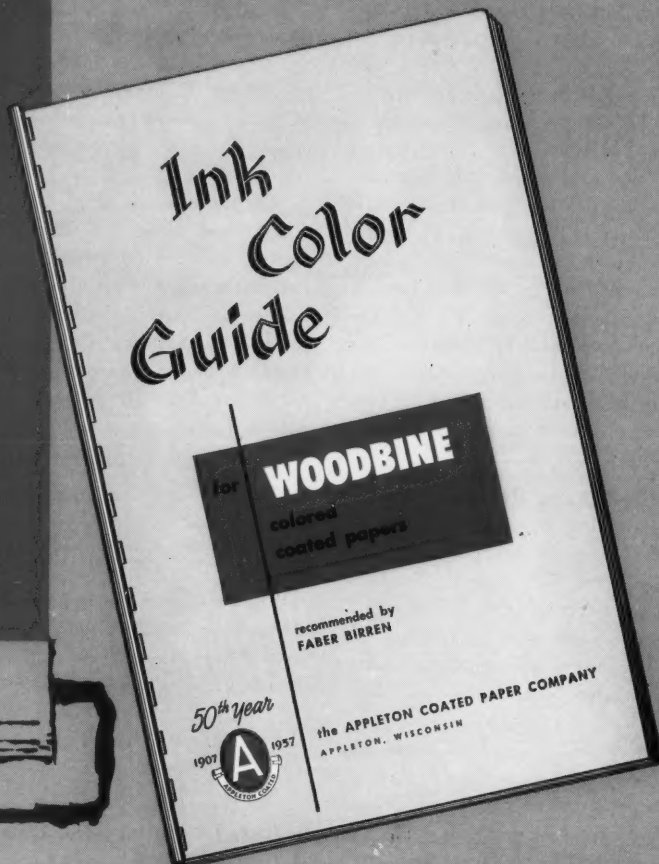
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colors for any "atmosphere"
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offering 56 different ink color combinations
for all 14 Woodbine Enamel Colors, as
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Write for this Ink Guide Demonstrator
which contains printed specimens to aid
you in selecting the most effective and
pleasing ink color combinations to use
with each of the 14 Woodbine Colored
Enamels. Please make request on your
business letterhead.

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1204 North Meade Street
APPLETON, WISCONSIN

Lawson New Miehle Subsidiary

E. P. Lawson Co., Inc., has been acquired as a wholly owned subsidiary of Miehle-Goss-Dexter, Inc., according to a joint announcement by John E. Eddy, chairman of M-G-D, and D. W. Schulkind, president of Lawson. They stated that Mr. Schulkind will remain as president and that Lawson will continue to function as an autonomous unit.

Addition of the broad line of Lawson paper cutters, book trimmers and paper drills for the paper, bindery and printing industries is part of a continuing Miehle-Goss-Dexter growth program.

Oxford Paper Names Scott

Gorham H. Scott, Cape Elizabeth, Me., has been appointed assistant to the president of Oxford Paper Co. Mr. Scott has been vice president and treasurer of the Rumford Falls Power Co., and has been employed by that company, a subsidiary of Oxford Paper Co., since 1929. He also has been vice president and treasurer of Rumford Light Co. and will continue in the capacity of vice president for both firms. In his new position, Mr. Scott soon will be located at Oxford's New York office.

New Kleen-Stik Adv. Mgr.

Leonard Milke has been appointed advertising manager for Kleen-Stik Products, Inc., Chicago, it was announced recently by Jerry Zalkind, vice president and general sales manager.

Mr. Milke recently held positions in advertising and sales promotion with Standard Manifold Co. and Raytheon Manufacturing Co.'s Radio and TV Division. In his new capacity, he will supervise Kleen-Stik's publication and direct mail advertising program to the graphic arts industry.

Hogan-Kaus Litho Formed

A new firm, the Hogan-Kaus Lithograph Co. has been established in San Francisco to specialize in color lithography for advertisers. Owners are Frank P. Hogan and Jack S. Kaus. Equipment includes a 17" x 22" Harris.

THE PROOF
OF A PLATE
IS IN THE
RUNNING

enco *

PRE-SENSITIZED PLATES

**designed for the
platemaker and the pressman**

From the moment you lock an ENCO plate onto the cylinder you are on the way to top quality printing.

Here's why!

Fine grained surface keeps ink and water in perfect balance. Halftones do not "plug" — uniform clean copy throughout the run. Even longer runs with ENCO CI-4 Image Intensifier. Quick removal of unwanted copy with the exclusive ENCO 3R Image Remover. Thicker aluminum. No problem with scratches. Fine reproduction quality from 300 line screen.

ENCO Plates are available in a wide variety of sizes . . . Negative Working and also Positive Working (the economical alternate to deep etch).

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NAME.....
COMPANY.....
ADDRESS.....
CITY.....STATE.....

Panels Featured In LNA Awards

Five colorful and attractive panels, depicting the growth of offset lithography and the many important and unique advantages of the process, have been introduced as a new feature of this year's showings of the 270 winning specimens in the 7th Lithographic Awards Competition, sponsored by the Lithographers National Association.

The panels, specially designed to acquaint printing buyers in all parts of the U.S. with lithography's progress in the graphic arts, were exhibited for the first time at LNA's 52nd annual convention last month at The Greenbrier, White Sulphur Springs, W. Va.

Several hundred national advertisers, designers, agency heads and lithographers will soon have an opportunity to see the new panels and the 1957 Awards winners in Chicago. The exhibit has already been shown in New York, April 30-May 3, at

the Madison Hotel. The Chicago exhibit is scheduled for May 14-17 at Hotel St. Clair.

Form New Litho Company

Neil McGowan, Jr., and George Lutz became partners recently in A Better Litho Co., at 723 N. 17th St., St. Louis. The new company makes offset plates and negatives for the trade. Mr. Lutz has been in the industry 25 years. Mr. McGowan has worked in platemaking and camera positions in a supervisory capacity for the past 17 years.

Timmer Cited By Association

A Citation of Merit from the Muscular Dystrophy Association of America, Inc., has been awarded to Harold E. Timmer, executive vice president of Gregg-Moore Lithographing Co., Chicago. Mr. Timmer was cited for his work as chairman of the Printing Division in the 1956 March for Muscular Dystrophy.

AIGA Plans "50 Best" Show

The "50 best packages" and "50 best record album covers," selected by a panel from the American Institute of Graphic Arts, will be displayed at the Institute's headquarters, Freedom House, 20 W. 40th St., New York, June 5-30. Viewing hours are scheduled from 1 to 6 p.m., Mondays through Fridays.

Last month the Institute displayed for the 35th consecutive time the "50 Books of the Year," demonstrating high manufacturing and design standards. Jurors of the show who were scheduled to be at a dinner April 17 at Hotel Delmonico, included Albert Erskine, managing editor of Random House; Joseph Low, graphic artist and designer; and W. G. Rogers, arts editor of the Associated Press.

Graphic Engraving Co. Formed

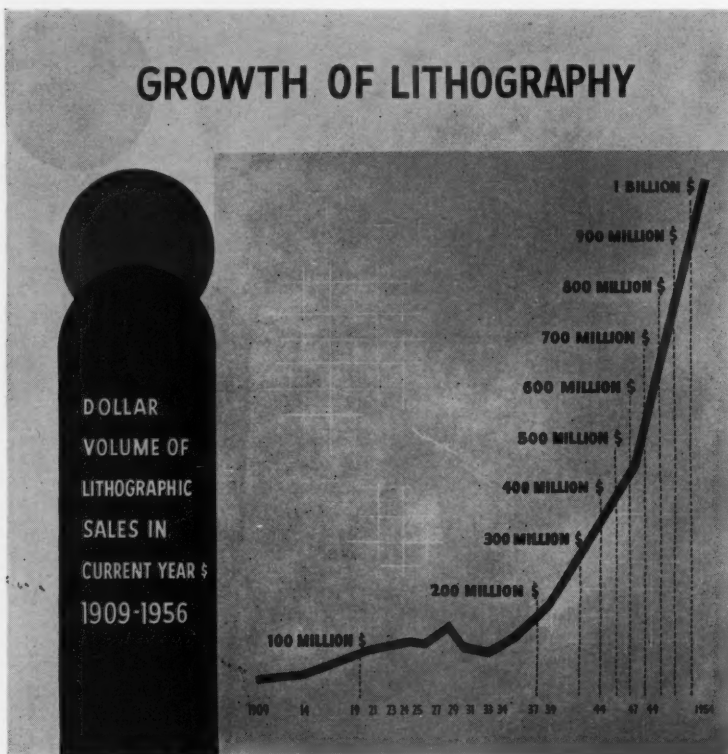
Formation of Graphic Engraving Co. in Toledo, O., to succeed the photo engraving division of Graphic Arts Corp. has been announced by principals of both firms. The new company will continue the production of photo engraving at the present location at 110 Ottawa St., but new quarters will be sought in the future.

William F. Werning, Lawrence Smith and Emery G. Hannewald, all veteran employees of Graphic Arts, are principals in the new company. Mr. Werning, who is president of Graphic Engraving, has been in the photo engraving business 30 years, most recently as manager and sales manager of Graphic Arts' engraving division.

Mr. Smith, secretary and treasurer of the new company, has been with Graphic Arts since 1933 as production manager, and Mr. Hannewald, vice president of Graphic Engraving, has been in sales for Graphic Arts since 1947.

Cooke On Milprint Staff

Joseph L. Cooke has been appointed to the sales staff of Milprint, Inc., Milwaukee lithography and packaging firm. Mr. Cooke will represent Milprint in northern Indiana. He previously was midwestern sales representative for S & K Sales Co. of New York.



One of the new panels depicts the "growth of lithography" in terms of dollar volume of lithographic sales from 1909 to 1956. It shows lithography below \$100 million at the start of the century and topping the billion dollar mark in 1956.

"New" CYLINDERS For Old!

ALADDIN'S GENIE
COULDN'T DO
A BETTER JOB!

Arthur Tickle's "modern magic" takes worn or damaged printing press cylinders and rebuilds them better than new. Besides saving money on cylinder replacement, cylinders rebuilt by this process are more durable because of the increased hardness of the deposited metal (Hard Stainless Steel, High Carbon Steel, Monel Metal & 18-8 Stainless Steel). In addition, all cylinders are further checked for size, condition of bearers and journals and body runout in order to eliminate unnecessary work or discover hidden sources of future trouble. Cylinder journals, if scored or worn, are rebuilt with High Carbon Steel (363 Brinell hardness) and ground to standard diameter, with a resulting increase in the life of the cylinder.

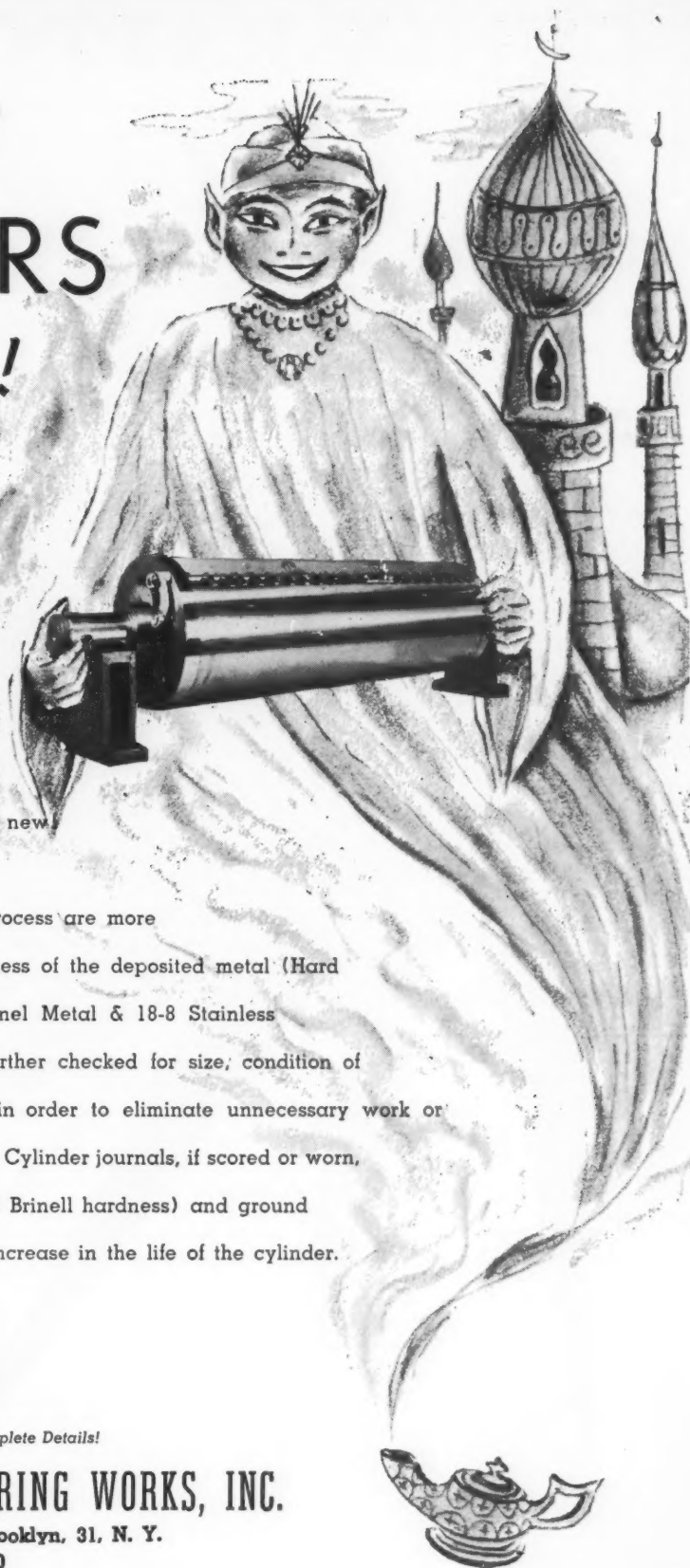


Write, Wire or Phone for Complete Details!

ARTHUR TICKLE ENGINEERING WORKS, INC.

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MAin 5-4200

MODERN LITHOGRAPHY, May, 1957



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30 SOUTH WELLS STREET • CHICAGO, ILLINOIS



david **M**

More printers throughout America
are enthusiastically accepting
these great lithographic
blankets—they continually
give top performance—are
instrumental in giving each job
a remarkable brilliance and lustre.

Sinclair and Valentine

exclusive representative of the

David-M blanket

PACKAGING SHOW

(Continued from Page 87)

the promotion without damaging the original package.

Continental Can Co.'s display of metal containers included many examples of their use in the field of dispensers for aerosol products, for which Canco has developed an exclusive dome-top can. Labeling is done by both metal and paper lithography.

Dramatized here was Continental's research work which backs up the products of the folding carton, fibre drum and corrugated box division. Of interest to many package manufacturers was a new colored, chemically treated or coated liner board. Displayed, too, were the First Award and six other Merit Awards received in the Folding Paper Box competition.

Machinery Displayed

In machinery lines of interest to lithographers, Fife Mfg. Co., Oklahoma City, demonstrated its automatic edge guiding equipment, which, among other applications, is used on Webendorfer business forms printing presses.

Jones & Laughlin Steel Corp. presented its eye-compelling decorated steel containers up to 55 gallon size, for which sales messages, trade marks and label copy are applied by lithography. For fifteen years, a spokesman said, printing was done on the flat sheets of steel, but about a year ago a method was developed for printing the pail or drum in the round, after fabrication of the container is completed. Rheem Mfg. Co., was also on hand with a display of steel pails and drums.

Daher Co., New York, showed a line of decorated metal containers for candy, cookies, nuts or other delicacies, suitable for gifts and with high re-use value. One design, pointed out by a representative, was done in 12 colors and he also stressed the jewel-like effects of some designs, contrived by embossing. Lithographing is done by a century-old Amsterdam, Holland firm, for which the Daher Co. is U. S. distributor. Because there is considerable hand work involved in this

highly artistic work, American metal decorators with their high cost of labor do not find these attractive ornamental boxes profitable to produce, the spokesman commented.

Sinclair & Valentine Co., set up a miniature "laboratory" in their display space with Gus Maisch of the New York lab staff on hand to demonstrate use of inkometer, grind gauge, lab mill, rub tester and other scientific instruments. Purpose of this bit of "showmanship" was to demonstrate the "wallop" imparted to S. &

V. inks through attention to quality control and the constant search the company is making for means to improve the inks they offer printers. Salesmen played up, too, the new line of "Dynaset" lithographing inks.

Other ink makers at the exposition included Bensing Bros. & Deeney, Sun Chemical Corp.'s General Printing Ink and other divisions, and Interchemical Corp.'s IPI division, each of whom promoted their special inks and services for package printing by the different processes.★

NEW • NEW • NEW



the **new** Jomac Dampener Dryer now furnished as optional equipment on all new **JOMAC ROLLER CLEANERS**

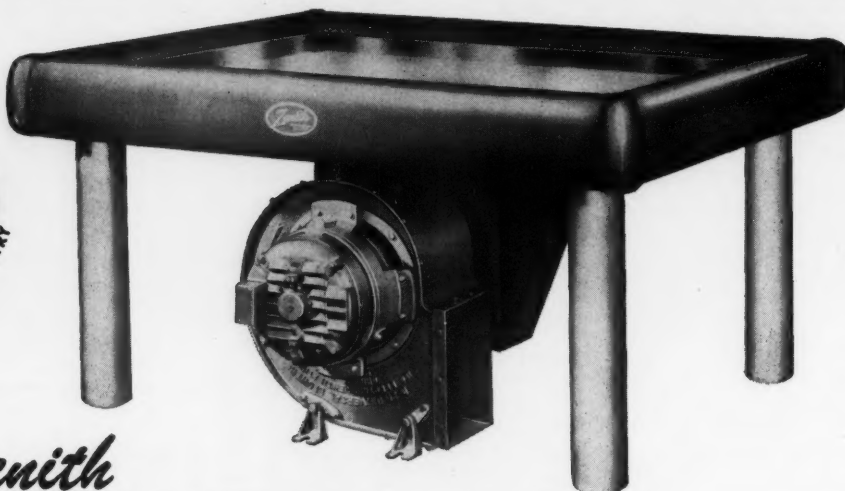
... or available as a separate unit

▶ spins dampeners dry *minutes*
after they've been cleaned

▶ greatly reduces downtime;
increases press running time

For complete details on the Jomac Dampener Dryer ... or for name of Jomac Roller Cleaner owners in your vicinity ... just write to
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JOMAC



Zenith

DOWN DRAFT DEEP ETCH TABLE

DESIGNED BY SPECIALISTS FOR THE EXACTING CRAFTSMAN

Powerful heavy duty suction blower removes toxic fumes from the working area, safeguarding health of platemakers and permitting increased production with improved quality.

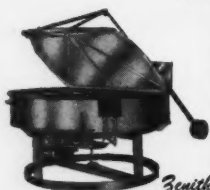
Working surface of HERCULITE, a specially made shock-resistant, acid-resistant plate glass. Tub is 3/16" steel, welded into a perfect one-piece body — vulcanized inside and out with 3/16" rubber, bonded permanently to the steel and affording complete resistance to acid and rust.

Our rubber covering has been proven over the years to be superior to stainless steel. Even the blower is protected with four baked coats of Bakelite acid-resist lacquer. All corners are rounded for platemaker's protection.

Ideal for processing bi-metallic and tri-metallic press plates.

The most modern, best equipped plants across the nation use Zenith Down Draft Deep Etch Tables.

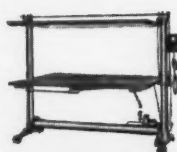
ZARKIN-ZENITH—THE WORLD'S FINEST LINE OF PHOTO-MECHANICAL EQUIPMENT FOR LITHOGRAPHERS, ENGRAVERS AND PRINTERS



Zenith
PLATE WHIRLER



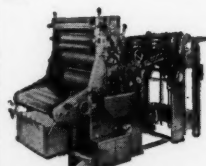
Zenith
PEDESTAL PLATE WHIRLER



Zenith ELEVATING TYPE
VACUUM PRINTING FRAME



Zenith PEDESTAL TYPE
VACUUM PRINTING FRAME



ROYAL ZENITH 29
SINGLE COLOR OFFSET PRESS



Zenith
TEMPERATURE CONTROLLED
DEVELOPING SINK



Zenith DOWN DRAFT
DEEP ETCH TABLE



Zenith LAYOUT and
STRIPPING TABLE



Zenith
PLATE GRAINING MACHINE

ROYAL ZENITH 29 Single Color Offset Press — perfect companion to the Zarkin-Zenith line. Takes a BIG 23" x 30" sheet — at the profit-producing speed of 50,000 impressions per shift with top quality. Modern plants across the nation are using the Royal Zenith 29 to produce more profit-full jobs! And you'll be amazed at the surprisingly low initial cost!



ZARKIN MACHINE CO., INC.

THE FINEST IN PHOTO MECHANICAL EQUIPMENT SINCE 1928

34-19 TENTH STREET • LONG ISLAND CITY 6, NEW YORK • AStoria 4-0808

American Bank Stationery Located In New Plant

COMPLETE lithographic facilities are among the many features of the new factory and office of American Bank Stationery Co., 7501 Pulas-ki Highway, Baltimore. The firm recently moved into its new modern plant where facilities are maintained for platemaking, lithographing, steel engraving, printing, imprinting and binding. According to the company, many of the ideas which have been incorporated in the new plant, plus the reasoning behind a great many decisions which were made, came from reading the trade magazines of the graphic arts industry.

The battery of one-color presses the

firm has acquired is impressive. Included are four small Davidson presses; two large multiliths; two 21 x 28 Harris LTC presses; two 22 x 34 Harris LTN's; one 22 x 34 Harris S5L; one 30 x 40 Harris S8L; and one 26 x 40 Harris LSQ.

Among the many features of the new location are ample parking facilities and a railroad siding. The building is completely air conditioned with the lithographing department dehumidified. The roof is of special glass fibre construction, the first to be installed in the area, the company said. Several innovations for improved efficiency in manufacture have

been installed. Among these are hydraulic lifts for the cutters, hydraulic lifts for both receiving and shipping and conveyor systems for the imprint department.

American Bank Stationery's new building is known as the Thomas B. Sheridan Building, in honor of the founder of the company and present chairman of the board. While the new location houses the main operation, the company also maintains branch plants in Philadelphia, Pittsburgh, Stamford, Conn. and Jacksonville, Fla.

Appointments Listed At Hoe

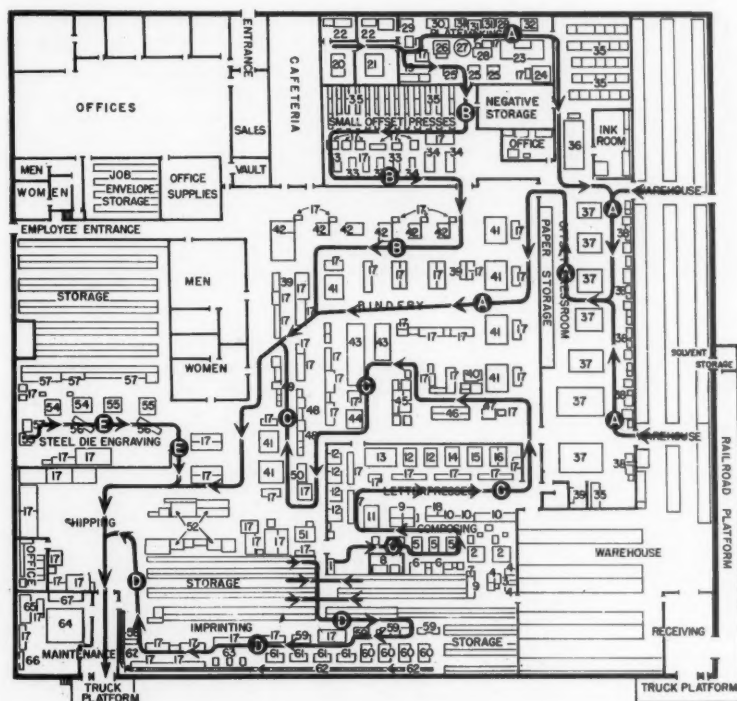
McHenry Browne, former general manager of the Boston *Post*, has been appointed vice president of press sales, R. Hoe & Co., Inc. A 34-year veteran in the newspaper business, Mr. Browne had been business manager of the Albany *Times-Union*, Pittsburgh *Sun-Telegraph*, Chicago *Evening American* and Chicago *Herald-Examiner*. Before joining the Boston *Post*, he was assistant general manager of *The American Weekly*.

A series of other appointments was made known by the company at the same time. In line with Hoe's graphic arts expansion program, Walter C. Cooper, vice president, will now represent the president on special assignments. Arthur J. Durante was named vice president of press manufacturing. He has over 25 years with Hoe in various capacities such as works manager-press division, manufacturing superintendent, head of methods and planning division and chief of tool design.

W. C. Wieking was named assistant vice president and manager of field engineering and W. W. Henderson was named assistant vice president of press sales. Named assistant controllers were R. P. Hollister and Arthur Gordon.

Sun Chemical Plans Move

Sun Chemical Corp. announced plans last month for moving its administrative and executive offices from Long Island City to new quarters in a 34-floor office building at 750 Third Ave., New York.



Equipment Layout of American Bank Stationery Co., Baltimore, Md.

Composing Room	Platemaking	35—Plate Storage	Steel Die Engraving
1—Foreman's Desk	19—Foreman's Desk	36—Paper Conditioner	53—Foreman's Desk
2—Linotype Machines	20—Camera	37—Harris Presses	54—Olney Presses
3—Ludlow	21—Repeat Printer	38—Tables, Cabinets, Racks,	55—Carver Presses
4—Ludlow Cabinets	22—Darkrooms	etc.	56—Driers
5—Type Cabinets	23—Photocomposing Machine	39—Jomac Roller Cleaner	57—Storage Cabinets
6—Saw-trimmers	24—Directo Table		
7—Proof Presses	25—Stripping Tables		
8—Proofreaders	26—Vacuum Frame		
9—Galley Racks	27—Whirler		
	28—Plate Rack		
	29—Acid Bath		
	30—Developing Tank		
	31—Etching Sinks		
	32—Negative Cabinet		
Letterpress Pressroom	Offset Pressroom	Bindery	Imprinting
10—Cut Storage	33—Davidson Presses	40—Foreman's Desk	58—Foreman's Desk
11—Impasting Table	34—Multilith Presses	41—Cutters	59—Lockup Tables
12—Job Presses		42—Perforators	60—Frisht Presses
13—Kelly Press		43—Conveyor Tables	61—McAdams Presses
14—Craftsman Press		44—Folder	62—Conveyor Belt
15—Klug Press		45—Paper Finishing Machines	63—Inspection
16—Miehle Press		46—Tipping Machines	
17—Tables		47—Sewing Machines	
18—Jigger		48—Stitchers and Tables	
		49—Punches and Tables	
		50—Stripping Machine	
		51—Casing-in Machine	
		52—Gold Stamping Equipment	
			Maintenance
			64—Baler
			65—Blade Grinder
			66—Tools
			67—Bag Storage



LITTLE BENJY 1 Step Wash-up Solvent

CLEANS ROLLERS FASTER, SAFER, BETTER THAN ANY OTHER METHOD

Try this. A few drops of Little Benjy on a small area of a badly scaled and dirty roller. In just fifteen seconds, wipe away all pigments, glaze, and gum left deep in the roller by ordinary solvents. See how effective Little Benjy can be in removing the toughest scale deposits.

See the results obtained in repeated field tests: reflex blue to pastel yellow in fifteen minutes, under typical pressroom conditions!

WRITE FOR
FREE
TRIAL KIT



We'll supply the dropper, sample can of Little Benjy, and brochure showing actual test results. Don't delay . . . write today.

KNOX

SOAP COMPANY

3300-22 WEST CERMAK ROAD-CHICAGO 23, ILLINOIS, U.S.A.

Folding Paper Box Sales Total \$936 Million In '56

THE folding paper carton industry, in which lithographers have a considerable stake, rang up \$936 million in sales in 1956, Norman F. Greenway, president of the Folding Paper Box Association of America, reported at the organization's annual convention in Chicago, April 1-3. By 1967, he predicted, sales will climb to \$1.5 billion. Adding strength to this forecast was the statement that for the first three months of 1957 sales were already 15 percent above the figure for the first quarter of last year. (See *Folding Box competition winners*, page 53.)

Still further reasons for optimism as to the future were found in the survey of economic factors affecting the industry's welfare, as discussed by various speakers. As has been repeatedly heard at printers' conventions, these concern the prospective population increase to 200 million in the next ten years, the increased demand for food, changing consumer buying habits, new merchandising methods devised to serve them and the continuous significant technological advances affecting carton manufacture.

During the three-day convention the 400 executives of carton manufacturing firms, including many lithographers present, heard reports of Association activities ranging from accounting to accident prevention, from research to employee relations and in particular concerning the Association's program for building new markets for cartons.

Of interest to lithographers was a research and technical committee report on the printability project being conducted for three years under Association sponsorship at Lehigh University's Research Institute, where the National Printing Ink Research Institute is also located.

This project aims to attain a better understanding of the factors which contribute to the printability of paperboard. Standard procedures for measuring the behavior and means for controlling printing inks when trans-

ferred to the paperboard stock are being developed. Smoothness and absorbency of the board do not comprise the entire answer to ideal printability, the researchers have concluded and they have outlined a further program to discover all other factors that, it is hoped, will produce measuring techniques of maximum reliability.

Prominent among the exhibits arranged by the Association, which presented new educational material of interest to carton manufacturers, was a panel display of the new L.T.F.

Color Chart and manual, developed by the Lithographic Technical Foundation at its Chicago laboratories.

Norman F. Greenway, executive of Continental Can Co.'s Robert Gair carton division, was re-elected president of the Folding Box Association for the 1957-58 term. Assisting him will be an executive committee whose members are William H. Walters, U. S. Printing & Lithograph Co., W. B. Leavens, Jr., Wilkata Folding Box Co., Bayle M. Richardson, Richardson-Taylor-Clobe Corp., W. J. Alford III, Alford Cartons, Leo Schoenhofen, Container Corp. of America, and Arthur N. Morris, Newth-Morris Box Corp.

FOR ZINC AND ALUMINUM DEEP ETCH PLATES



**GREATEST IMPROVEMENT IN
DEEP ETCH DEVELOPERS
IN THE LAST DECADE...**

PERFECT WETTING ACTION insures even developing over entire plate... uniformly develops large tint areas.

INCREASED EFFICIENCY in removing unhardened coatings from image areas and reduces chances of blind plates... gives better, longer running plates.

EXCEPTIONAL DEVELOPING ACTION means less developer used per plate... a cost saving... initial cost is no more than conventional developers.

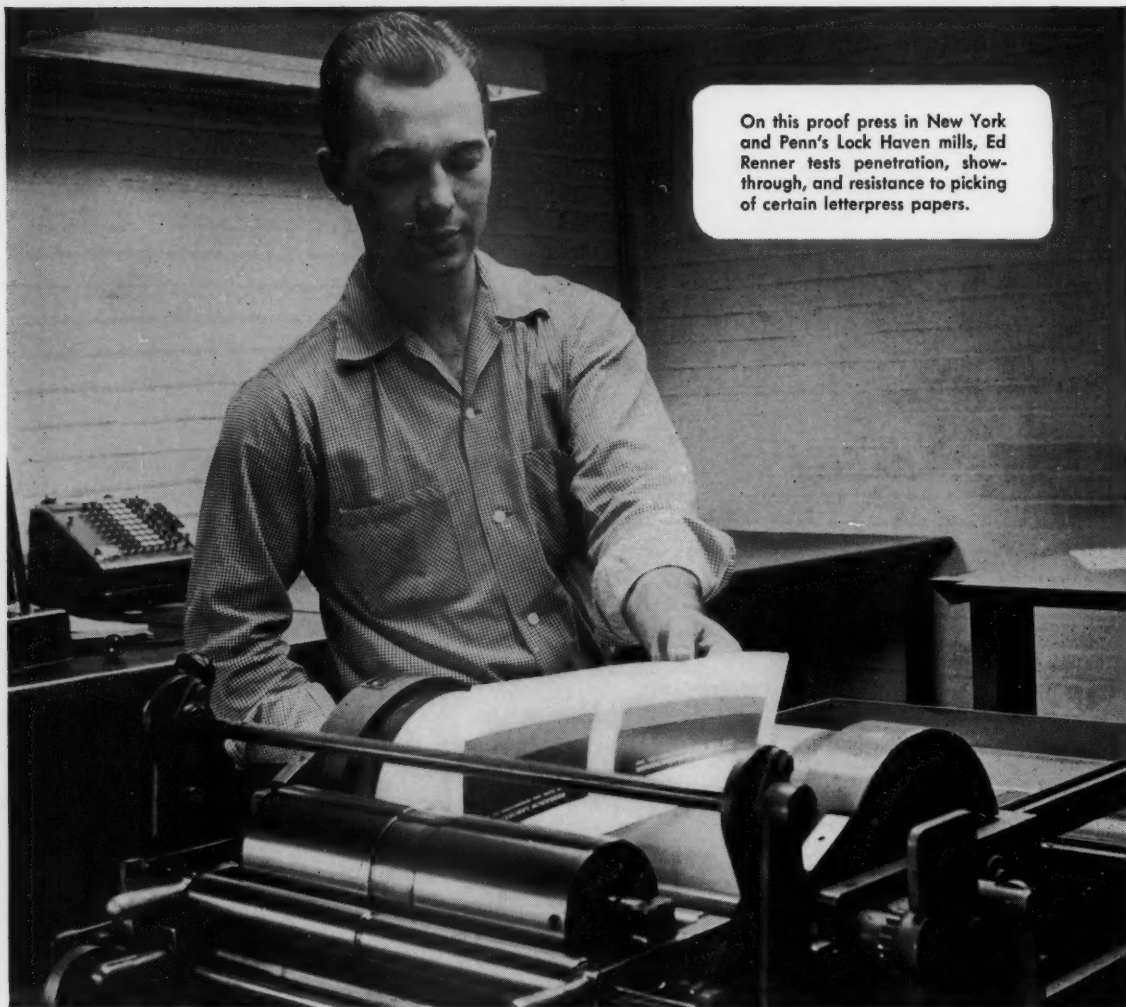
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CHEMICAL and SUPPLY, INC.

1640 N. 31st Street • Milwaukee 8, Wisconsin

CLEVELAND LITHO GRAINING & SUPPLY CO., 1211 Carnegie Avenue, Cleveland 15, Ohio • MIDLAND CAMERA SUPPLY CO., 1300 Grand Avenue, Kansas City, Missouri • O. H. OLSEN PHOTOGRAPHIC SUPPLIES, 139 East 34th St., St. Paul 1, Minn.; 335 E. 15th St., Minneapolis, Minn. • JOHN STARK LABORATORIES, Pearl Street, South Hadley, Mass. • SURE DOT LITHO SUPPLY, INC., 1636 West Van Buren Street, Chicago 12, Illinois • WESTERN LITHO PLATE & SUPPLY CO., 1927 South 2nd Street, St. Louis 4, Missouri • WILLY'S PLATE GRAINING CORP., 34-12 74th Street, Long Island City 6, New York.



On this proof press in New York and Penn's Lock Haven mills, Ed Renner tests penetration, show-through, and resistance to picking of certain letterpress papers.

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Because hundreds of presses, large and small, consume more than 1,000,000 lbs. of New York and Penn paper every day, *printability* has been a watchword at New York and Penn for decades.

That's why testing is painstakingly careful at every stage. Printability is tested not just on the small proof press shown here. Local full-scale printing facilities are used to prove new papers under actual working conditions, long before they are ready for sale.

New York and Penn paper standards

laboratories operate day and night to check opacity, pick, bursting strength, density, brightness, smoothness, and every other critical factor.

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Pulp and Paper Manufacturers

Super • English Finish • Eggshell • English Finish Litho • Offset • Music • Bond • Tablet • Duplicator • Mimeograph • Drawing

SGAA AWARDS

(Continued from Page 49)

Company; Johnston Printing and Advertising Company.

COLOR PROCESS PRINTING (LITHOGRAPHED)

AWARD OF MERIT—Litho-Krome Company.
HONORABLE MENTION — The Parthenon Press; Western Lithograph Company; Commercial Printing Company, Birmingham; Western Lithograph Company; Mercury Lithographing Company.

COLOR PROCESS PRINTING

AWARD OF MERIT—Journal Printing Company, Shreveport.
HONORABLE MENTION — Williams Printing Company, Nashville.

CALENDARS

AWARD OF MERIT—R. M. Rigby Printing Company, Inc.
HONORABLE MENTION — Fetter Printing Company; R. M. Rigby Printing Company; Democrat Printing and Litho Company.

PRINTERS' OWN ADVERTISING

AWARD OF MERIT—Mercury Lithographing Company.
HONORABLE MENTION — Courier-Journal Lithographing Company; Western Lithograph Company; Colortone Press; Maneke-Kinzie Printing Company, Tulsa.

ANNUAL REPORTS

AWARD OF MERIT — Western Lithograph Company.
HONORABLE MENTION—Western Lithograph Company (2); Birmingham Publishing Company, Birmingham.

BROADSIDES

AWARD OF MERIT — Western Lithograph Company.

PROGRAMS

AWARD OF MERIT—The Egan Company.
HONORABLE MENTION—Press of H. N. Cornay Inc.; S. C. Toof & Company.

HIGH SCHOOL ANNUALS

AWARD OF MERIT—Benson Printing Company, Nashville.
HONORABLE MENTION—The Paragon Press; Benson Printing Company.

COLLEGE ANNUALS

AWARD OF MERIT—Benson Printing Co.
HONORABLE MENTION — Benson Printing Company (2).

BOOKS (CLOTH BOUND AND RECIPE)

AWARD OF MERIT—(Children's Books)—The Parthenon Press.

AWARD OF MERIT—(Adult Books) Kingsport Press, Inc., Kingsport, Tennessee
HONORABLE MENTION — Kingsport Press, Inc. (2).

HOUSE ORGANS AND PUBLICATIONS

AWARD OF MERIT — Southwest Printing Company.
HONORABLE MENTION — Fetter Printing Company; Western Lithograph Company.

MENUS

AWARD OF MERIT—R. M. Rigby Printing Company, Inc.

HONORABLE MENTION — Mercury Lithographing Company; Western Lithograph Company; Roberts & Son, Inc., Birmingham; Linotype Printing Company, Memphis.

POSTCARDS

AWARD OF MERIT — Western Lithograph Company.
HONORABLE MENTION—R. M. Rigby Printing Company; Mercury Lithographing Company.

GREETING CARDS

AWARD OF MERIT—Democrat Printing & Litho Company.
HONORABLE MENTION—Western Lithograph Company; R. M. Rigby Printing Company; E. S. Upton Printing Company.★

EDITORIAL

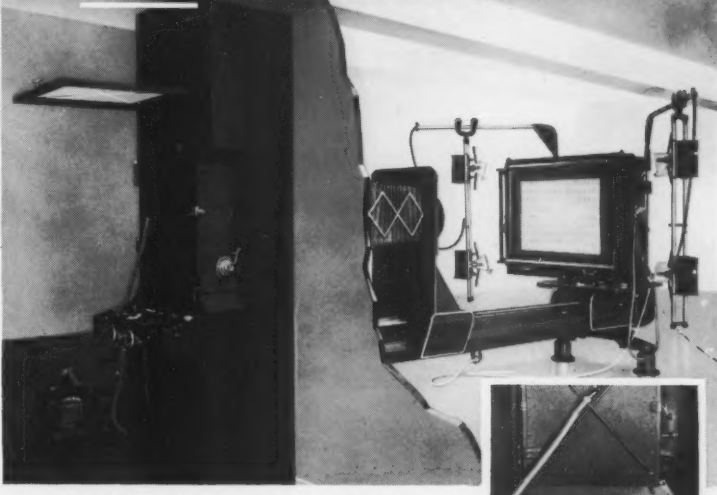
(Continued from Page 33)

source of income completely wiped out if the post office plan ever goes through.

What can be done to prevent it? Immediate contact with your congressmen and senators would help, along with concerted efforts by our trade associations to bring home to them the tragic economic consequences of such a move.★

For top quality reproduction work:


A TRUE PRECISION CAMERA



INTERNATIONALLY FAMOUS
HOH & HAHNE

PERFECTA

PRECISION COLOR CAMERA



PERFECTA Control Panel, permitting centralized operation from dark room.

There has been no compromise with quality or accuracy in the design and manufacture of the PERFECTA—a thoroughly first-rate camera... and, for a precision instrument, you will find the price reasonable. For example: the rubber-cradled tubular steel main bed guarantees freedom from vibration and torque, yet the narrow design allows maxi-

mum accessibility. Instead of tapes or pulling wires, this camera has micrometer clocks linked to precision spindle drives.

If you are interested in a truly superior camera, please ask for specifications of the outstanding PERFECTA. Sizes: 24" x 24", 32" x 32", 40" x 40".



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Cash Savings
Increased Profits

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 Printing Ink Service**

Crescent's Spectrum Ink Service gives custom service with mass economies. Press down-time is reduced. Waiting for color okays is practically eliminated. The proper amount of ink is always available—without dead inventory. You buy in the best economic units. All phases of production are under your control. Interested? Send for the brochure which describes Crescent's Spectrum Ink Service.

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 244 Forsyth St., S.W., Atlanta, Ga.

INKS FOR LETTERPRESS • LITHOGRAPHY • FLEXOGRAPHY • ROTOGRAVURE

Air Conditioning For Steck Plant

The Steck Co., Austin, Tex., currently is building a million dollar printing plant which includes two 250 h.p. Trane CenTraVac automatic hermetic centrifugal refrigeration units.

The use of air conditioning by the multicolor offset company dates back to the late 1930's, when the company received a two-year contract to produce cigarette stamps for the State of Texas. After several test runs to determine the feasibility of printing the stamps, it soon was evident that it would be almost impossible to lithograph on the gummed sheets of paper specified for the imprinting of the stamps. Humidity caused the sheets to become sticky and unmanageable during printing. The solution to this problem was air conditioning. Since that time, air conditioning has been a foremost production technique of Steck's operations.

Jomac Names Two In N. Y.

John A. Evo has been appointed New York sales manager by Jomac, Inc., Philadelphia and Eric A. Engdahl has been named sales representative with headquarters in the New York office. Mr. Evo has been on Jomac's sales staff since 1950. Mr. Engdahl was plant manager of the O. J. Maigne Co., North Bergen, N. J., before joining Jomac. From 1938 to 1947 he was a rubber chemist for U. S. Rubber Co., Passaic, N. J.

New Ink Company Formed

Ink Masters, Inc., a new company which will specialize in the manufacture of printing and lithographic inks, has announced the opening of its plant and offices at 227 W. Huron St., Chicago.

Officers of the firm are Samuel S. Garava, president and treasurer; Frank E. Lant, vice president; William B. Peeters, technical director; and John C. O'Brien, secretary. All of the men have been active in the printing ink industry for many years. They formerly were associated with Kohl & Madden Printing Ink Corp., Chicago.

Typographic Workshop Planned

A typographic workshop, designed to give persons interested in type faces and makeup an opportunity to work with one of the leading typographic counsellors in the U.S., will be held May 4 at Oklahoma A. & M. College.

Howard N. King, who will conduct the workshop, is typographic consultant to Intertype Corporation and vice president of The Maple Press, one of America's largest book printers. The workshop is sponsored by the Oklahoma Press Association, and the Oklahoma A. & M. College Department of Technical Journalism.

The workshop, divided into two-hour sessions in the morning, afternoon, and evening, will feature mounted typographic exhibits and colored slides. Intertype has prepared a kit of information about type faces which will be given to each person attending the workshop.

Jack Named Forbes V-P

Robert M. Lawrence, general sales manager of Forbes Lithograph Mfg. Co., Chelsea, Mass., announced April 8 the election of Norman R. Jack as a vice president of the firm. Mr. Jack has been associated with Forbes for a number of years in an executive sales capacity and is well known in the graphic arts industry in New England.

MLA Sales Seminar Concludes

A three-day sales seminar for lithography sales executives and salesmen, sponsored by the Metropolitan Lithographers Association, and conducted by the Research Institute of America, was completed April 11. Under the direction of Paul M. Fletcher of the Special Services Division of R.I.A., a working group of 17 men were put through an intensive training program at the Hotel Biltmore for three afternoons, April 9-11.

This special sales seminar was developed by the Research Institute of America for lithographers and printers, and has been held in many of the principal cities during the past several years. It was sponsored by MLA, the lithographic employer

group, as a part of their program to develop better management in the industry.

Philadelphia Union Contract

Contract negotiations with Local 14, ALA, have been completed in Philadelphia with more than 20 different companies engaged in lithographic printing. The settlements included a two-year contract, three weeks vacation after three years of service and the day after Thanksgiving as an additional paid holiday, making a total of eight paid holidays.

All journeymen and apprentices will receive weekly wage increases of \$4.50 as of April 1, 1957 and an additional \$4.00 as of April 1, 1958.

Box Firm Now Lord Baltimore

The name of Fleishhacker Paper Box Co., San Leandro, Cal., has been changed to The Lord Baltimore Press of California, it was announced recently by Leonard Dalsemer, executive vice president of The Lord Baltimore Press. Fleishhacker is the West Coast folding box subsidiary of Lord Baltimore.

James J. McGill Dies Suddenly

James J. McGill, 73, retired printer, died suddenly April 8 at his home in Ashland, Mass. A native of Hopkinton, Mass., he resided in Ashland for 50 years. Mr. McGill retired three years ago from the Dennison Manufacturing Co., Framingham, Mass.

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Lithographers
DEPEND
on

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—Vulcan Duroflex Offset Blankets for perfect reproduction every time on the most difficult jobs.

Stretch proof Duroflex provides even gauge, utmost resilience and much greater mileage. No swelling or tackiness assures finest reproductions.

Insist on the genuine Duroflex Offset Blanket. . . Specify Vulcan — and be sure!

Call your Vulcan Duroflex representative. He'll be glad to discuss your problems.



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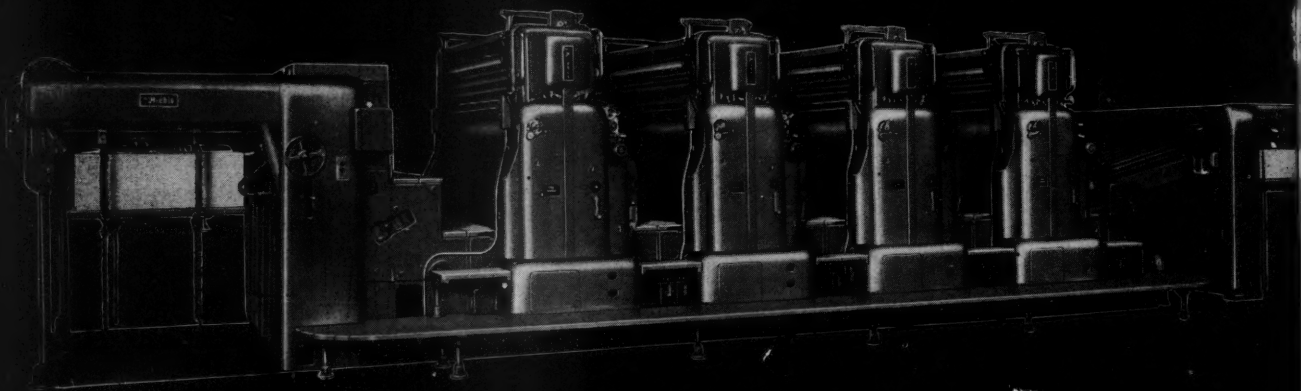
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The *Miehle*



*Performance
is the reason...*

Miehle 61 and 76 Offsets have been purchased by eighty percent of the large printers and lithographers in Chicago. Higher production, better quality, ease of operation, and unit construction have made them the accepted standard of large offset equipment from coast to coast.

Cold Type Processes Shown

Recent developments in cold type processes shared interest at the second annual meeting of the Pacific Coast Typesetting Association with a variety of trade shop management and operational problems. Shop owners and managers from up and down the coast met at the Sheraton-Palace Hotel in San Francisco March 15-16 to discuss both technical and business matters and to lay plans for the growth of the young organization.

A report on Ludlow's Britetype system was presented by Wes Lantis of Ludlow Typograph Company's San Francisco office, who indicated that equipment might be on the market by next autumn. A motion picture showing operation of the Fotosetter and its accessory equipment was shown and commented upon by Rodney Ford of Intertype. Linofilm equipment and its operation were shown on a series of slides and explained in accompanying commentary by Karl Ponath of Mergenthaler Linotype. And the Monophoto system was described and illustrated by Jack Fischel of Monotype.

From the San Francisco Typographical union's "new processes" school came instructor Charles Thompson, who described equipment and techniques used there and showed work being done by current class members.

Elmo Crabb of Portland Linotyping Co., Portland, Ore., was elected president of the PCTA for the com-

ing year, Robert Willison of Typographic Service, Inc., Los Angeles, was elected vice president, and Russell E. Carlson of Rush G. Faler Co., Tacoma, Wash., was elected secretary-treasurer. The 1958 meeting, it was decided, will be held at Portland next March.

Estimating Course Continued

Graphic Arts Association of St. Louis is conducting its second course in basic estimating on Monday evenings at association headquarters, and a course on Thursday night in expanded advance estimating. The Association initiated the basic estimating course in 1956 when 40 enrollees successfully completed the course and received certificates of recognition.

Fred E. Winsor, executive vice president of the association, says continued interest in the course indicates a need for this type of trained personnel. Wilbur Burch, Concordia Publishing House, is teacher-supervisor of the courses.

A. Bevan Jones Dies

A. Bevan Jones, 42, manager of Justowriter sales, Friden Calculating Machine Co., Inc., died March 28 in Rochester. A citizen of Canada, Mr. Jones joined Commercial Controls Corp., Friden subsidiary, in Jan. 1952 as a graphic arts research engineer. He was appointed to his recent position with the parent firm on Jan. 1, 1957, remaining in Rochester.



Speakers on "cold type" at the recent Pacific Coast Typesetting Association's meeting were, l. to r., Karl Ponath, Mergenthaler Linotype Co.; Rodney Ford, Intertype Corp.; Wes Lantis, Britetype; and Jack Fischel, Monophoto.

Trade Events

- Technical Association of the Graphic Arts, 9th annual meeting, May 13-15, Philadelphia.
- Research & Engineering Council of the Graphic Arts Industry, 7th annual meeting, May 15-17, Benjamin Franklin Hotel, Philadelphia.
- International Association of Printing House Craftsmen, Inc., 38th annual convention, Hotel Statler, Buffalo, N. Y., Aug. 4-7.
- National Association of Photo-Lithographers, 25th annual convention, Sept. 11-14, Chase Park-Plaza Hotel, St. Louis.
- Canadian Lithographers' Association, 15th annual convention, Mont Tremblant Lodge, Mont Tremblant, Quebec, Sept. 22-26.
- National Metal Decorators Association, 23rd annual convention, Oct. 21-23, Chicago.

Litho Schools

- Canada—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.
- Chicago—Chicago Lithographic Institute, 1611 W. Adams St., Chicago 12, Ill.
- Cincinnati—Ohio Mechanics Institute, Cincinnati, Ohio.
- Los Angeles—Los Angeles Trade Technical Junior College, 1646 S. Olive St., Los Angeles 15, Calif.
- Minneapolis—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.
- Nashville—Southern School of Printing, 1514 South St., Nashville, Tenn.
- New York—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.
- Manhattan School of Printing, 72 Warren St., New York, N. Y.
- Oklahoma—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.
- Rochester—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.
- Philadelphia — Murrell Dobbins Vocational School, 22nd and Lehigh, Philadelphia, Pa.
- Pittsburgh—Carnegie Institute of Technology, School of Printing Management, Pittsburgh.
- San Francisco—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.
- St. Louis—David Ranken, Jr., School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.
- Vancouver—Clark College.
- West Virginia—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

- Lithographic Tech. Foundation
- Wade E. Griswold, Exec. Dir.
- 131 East 39th St., New York 16, N. Y.
- National Assn. of Photo-Lithographers
- Walter E. Soderstrom, Exec. V.P.
- 317 West 45th St., New York 36, N. Y.
- Lithographers National Association
- W. Floyd Maxwell Exec. Dir.
- 381 Fourth Ave., New York 16, N. Y.
- National Assn. of Litho Clubs
- Frank H. Mortimer, Secy.
- 5917 33rd St., N. W.
- Washington 15, D. C.
- Printing Industry of America
- Bernard J. Taymans, Mgr.
- 5728 Connecticut Ave., N.W., Washington, D.C.
- Internatl. Assn. Ptg. House Craftsmen
- P. E. Oldt, Exec. Sec'y.
- 307 E. Fourth St., Cincinnati 2.

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SERVICE and PROFIT for YOU!



KLEEN-STIK® *Pressure-Sensitive* **"D" TRANSFER TAPE**

**Instantly makes any printed piece
into a Self-Sticking P.O.P. Display**

EXTRA PROFITS can be yours—right in your own shop—when you offer your customers the speed and convenience of Kleen-Stik "D" TRANSFER TAPE for their window streamers, interior displays, shelf strips, and other P.O.P. material.

**DO IT YOURSELF with this Low-Cost,
Easy-to-Operate "D" Tape Applicator**

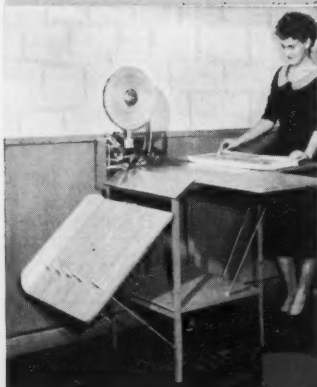
This simple, compact machine quickly and accurately applies "D" Tape to sheets of practically any size or thickness. Works automatically, accurately—positions tape exactly where wanted. It's the fast, easy way to get more accounts . . . more jobs—more profit per job!

**All the benefits of KLEEN-STIK
Pressure-Sensitive Performance!**

- Needs no water, glue, tacks, or gummed tape.
- Goes up with quick, easy peel-and-press application.
- Sticks tight on any hard, smooth, clean surface: Glass, Wood, Plastic, etc.
- Available in ½" or 1" width, in economical 3000-ft. rolls.
- Can also be applied by hand for small-quantity work.

KLEEN-STIK PRODUCTS, INC.

Pioneers in Pressure-Sensitives to the Trade
7300 WEST WILSON AVE. • CHICAGO 31, ILL. • Plants in Chicago • Newark • Toronto



*Investigate
"D" TAPE
and the
"D" TAPE
APPLICATOR
Today!*

Write for samples, prices,
and full information

**K
S**

Research & Engineering Council Honors Winkler



An honorary membership the highest honor of the Research and Engineering Council of the Graphic Arts Industry, recently was awarded to J. Homer Winkler, technical advisor, Battelle Memorial Institute, for his six years' service as its first secretary. A framed certificate of honorary membership was presented to Mr. Winkler at a recent program for members of the executive committee in the Battelle auditorium, Columbus, O. In the presentation photo are, *l. to r.*, Dr. B. D. Thomas, director of Battelle Memorial Institute; Mr. Winkler and Fenton Colwell, president of the R & E Council.

Suppliers Host To LNA

Members attending the LNA convention last month at The Greenbrier, White Sulphur Springs, W. Va., were treated to several hospitality hours by the following Suppliers Social Activities Committee:

Allied Paper Corp.; American Roller Co., American Type Founders, Bingham Bros. Co., Sam'l Bingham's Son Mfg. Co., Bridgeport Engravers Supply Co., California Ink Co., The Martin Cantine Co., Chemco Photo Products Co., Chicago Cardboard, Crescent Ink & Color Co., Curtis Paper Co., Dayton Rubber Co., Dexter Folder Co., Diddle-Glaser, Inc., E. I. du Pont de Nemours & Co., Eastman Kodak Co., Howard Flint Ink Co., Graphic Arts Corp. of Ohio, *Graphic Arts Monthly*, William Gegenheimer Co., Gilbert Paper Co., Godfrey Roller Co., The Haloid Co., A. E. Handschy Co., Harris-Seybold Co., R. Hoe & Co., Philip A. Hunt Co., Ideal Roller & Mfg. Co., Interchemical Corp., IPI, Kohl & Madden Printing Ink Co., George LaMonte & Son, Inc., E. P. Lawson Co., Frederick Levey, Litho Chemical & Supply Co., O. J. Maigne Co., McKinley Litho Supply Co., Miehle Printing Press & Mfg. Co., Miller Printing Machinery Co., Minnesota Mining & Mfg. Co., *Modern Lithography*, Monsen Typographers, Inc., National Cover & Mfg. Co., *The National Lithographer*, Newton Falls Paper Mill, Inc., B. Offen & Co., Offset Engravers Associates, Inc., Offset Printing Plate Co., Harold M. Pitman Co., Rapid Roller Co., Reliance Elec-

tric & Engineering, Lewis Roberts, Inc., Roberts & Porter, Sinclair & Carroll Co., Sinclair & Valentine Co., Sleight Metallic Ink Co., Stevenson Photo Color Separation Co., Vandercook & Sons, Inc., Walden Sons & Mott, Inc., West Virginia Pulp & Paper Co.

Goldsmith Heads Offset Dept.

Michael F. Goldsmith has been appointed manager of the offset and duplicating departments of Addressing Machine & Equipment Co., Inc., New York. Mr. Goldsmith has been in the graphic arts industry for over 28 years, formerly being associated with American Type Founders, Addressograph-Multigraph Corp. and A. B. Dick Co.

According to Joseph Rubenstein, president of Addressing Machine, which is celebrating its 36th anniversary, the firm now is re-entering the offset field.

Miller Expands Facilities

Miller Printing Co., New York, combination shop, recently expanded its facilities for serving the trade by acquiring the fifth floor of its building at 135 W. 20 St. Plant space was increased 1,000 sq. ft. New equipment includes a Harris 22 x 34" single color offset press.



Hamilton
Bond
stacks up as best

... and your work
is as good
as your bond

Ream after ream, job after job, Hamilton Bond gives you trouble-free printing and top-notch results. The pressroom stays happy because Hamilton Bond prints so well. It is blended of the best pulps, is uniform, lies flat and feeds easily, is *genuinely* watermarked, and comes moisture-proof wrapped. The sales staff keeps content because Hamilton Bond white is so sparkling, because the 10 distinctive colors are right, because this bond performs as well in the office as on the press. Hamilton Bond brings out the *best* in your work!

Hamilton Papers



HAMILTON PAPER COMPANY

Miquon, Pa.

Mills at Miquon, Pa., and Plainwell, Mich.
Offices in New York, Chicago and Los Angeles

MORE FOR YOUR DOLLAR

BEST
FOR
YOUR
NEGATIVES

CHEMCO'S POWER-FIX

Chemco's pre-mixed Power-Fix assures bringing your negatives as close to chemical perfection as possible . . . uniformly clears negatives 3 times faster and lasts days longer than conventional "hypo" baths. Simple and quick to put to work — Just add 3 parts water to 1 part Power-Fix, plus 2-4 ounces Chemco Film Tempering Solution per gallon working bath . . . that's all! It eliminates messy, cumbersome weighing and mixing.

Power-Fix doesn't corrode stainless steel or porcelain, adding years of service life expectancy to your darkroom sinks.

Chemco's new easy-to-store, easy-to-pour Power-Fix 5 gallon non-return container provides quantity purchasing economies — saves you extra expense and nuisance of returning empty carboys for refund. It's so economical — so easy to use — open and pour — recap and store — Chemco's POWER-FIX. Orders filled from all Chemco branch offices and warehouses.



... in Chemco's new 5 gallon "money-saver" container.



chemco PHOTOPRODUCTS COMPANY, INC. GLEN COVE, N. Y.

ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • NEW ORLEANS • NEW YORK

Package Designers View Unit

Forty-two of the nation's leading packages designers recently toured Lord Baltimore Press where they learned of an entirely new method of high speed packaging which cuts per unit costs by eliminating over-wraps, inner-wraps and other packaging components.

W. Taylor Bouchelle, the company's vice president in charge of sales, told the designers that the process, which creates a sift-proof carton, was developed by Lord Baltimore in cooperation with three prominent machine companies and that a pre-cooked cereal and a line of frozen foods are the first to use the new technique. Mr. Bouchelle also discussed Uni-Tuck, a system developed by Lord Baltimore to create uniform tucks and flaps on all cartons, and the exclusive Lord Baltimore Fidel-I-Tone process, which utilizes ultra-fine screens to provide even greater pictorial detail on cartons than that found in slick paper magazines. Describing the progress of multi-unit packaging, Mr. Bouchelle said, "Multiple packaging together with more color and design can be used as a sort of portable billboard for the product."

Percy A. Bennett Dies

Percy A. Bennett, 69, of North Cambridge, Mass., plant superintendent at the Cambridge Paper Box Co., Cambridge, and a specialist in color printing, died April 8. He was a past president of the Boston Club of Printing House Craftsmen, 1929-1930.

Cotton Fiber Paper Campaign

Twenty-two manufacturers of cotton fiber or "rag" papers will spend \$100,000 in the next nine months on a unique advertising and merchandising program in three national consumer and seven trade publications.

Both the objective and method of the program are unique. The aim is to educate the users of fine papers in the advantages and special qualities of cotton fiber papers and to encourage their promotion, specification, and purchase. Unique is the method in its use of celebrity-keyed advertisements to dramatize to the users of fine papers the beauty, strength, per-

manence, and other qualities of cotton fiber papers.

The program broke in April and May issues of general consumer publications, *Business Week*, *Newsweek* and *Fortune*, with an advertisement setting the tone and theme with a photograph of Norman Rockwell, an interview with him, and the headline: "Better papers are made with cotton fiber."

The advertisement then drives home the fact that papers made of cotton fiber have been symbols of prestige "through the years" and why. The reader is invited to ask his supplier about cotton fiber business and social stationery, indexes, ledgers, onion skin, drawing, tracing, and other papers, and reminded to look for "cotton" or "rag" in the watermark or label.

Most of the 22 mills are changing the designation in their watermarks to "cotton fiber" paper, and the group, which is headed by Leo Schubart, president of the Neenah Paper Co., Neenah, Wis., is urging its membership to use in their own advertising, packaging, sales promotion, and merchandising the "Better papers" theme and emblem.

LNA

(Continued from Page 37)

created an atmosphere of understanding while making no recommendations."

In the third case, involving the Longshoremen, Mr. Kammholz said that because of the large, unworkable committees which both sides had formed, it was almost impossible to negotiate and mediation stepped in to suggest an acceptable package for both sides.

After Mr. Kammholz's talk, Paul Lyle of Western Printing & Lithographing Co. came to the rostrum to outline the recent contract with the ALA at Western.

The other group discussion was on closely held corporations, with Archibald A. Patterson and William M. Horne, Jr. taking part. Mr. Patterson is in the firm of Steinberg & Patterson, New York, while Mr. Horne is a partner in Warner, Stackpole, Stet-

son & Bradlee, Boston. Mr. Patterson concerned himself largely with methods of valuation of stock, which he said are two in number:

1. *Asset*. Mr. Patterson said that the book value of the stock is only a surface indication of its value.

2. *Earning power*.

He offered four suggestions for lithographic management in preparation for evaluation of stock:

1. Don't let earnings seem fictitiously high by withholding salaries and other means.

2. Create a market in the stock. This can be done by the sale of some stock to executives or long time employers. The prices of these sales will be an important factor in determining the value of the stock.

3. Consider using a holding corporation for the stock.

4. The stock purchase must be mutual, with an enforceable obligation to sell the stock.

For his part Mr. Horne talked about preferred compensation methods which help minimize corporation taxes. Some of these are the following:

1. Profit Sharing.

2. Death benefits to the survivor of the deceased employee (a company can pay \$5,000 which will not be treated as income to the beneficiary).

3. Restricted stock option, and

4. Deferred compensation contract (there are many problems with this type because of social security considerations).

5. Split dollar life insurance. In this type the total policy premium is split between the employer and the employee. Mr. Horne cited one case in which a 34 year-old employee would pay only \$415 for \$10,000 worth of life insurance, while the employer would pay \$3,293.

Carl N. Reed, LNA president, welcomed the convention on Monday morning with an address in which he called for a membership drive for LNA. Mr. Reed praised the LNA awards competition as helping to stimulate interest in lithography. He said that quantity and quality are improving each year.

The future of our industry depends
(Continued on Page 143)

Lithogem

IPI's superb litho ink for brilliance beyond compare

Lithogem inks stay gem-like and brilliant—whether wet or dry. Colors remain stronger, cleaner, unmatched for sparkle. They are foolproof on the press, always uniform in body and tack; set faster, too. Lithogem inks, regular or process, are available at all IPI branches and service stations—the complete Litho ink service operated by your local experienced ink men. For prompt ink service with a personal touch, call IPI.

THE ART OF HERALDRY. Armored knights were identified in battle and tournament by the symbolic and decorative devices emblazoned on their shields. Today, the same "coats of arms" are the objects of devoted study by scholars and historians, and are often displayed on silver, cloth and paper. The example shown here in IPI Lithogem colors was specially created for this series of IPI advertisements.

IPI, IC and Lithogem are trademarks of Interchemical Corporation



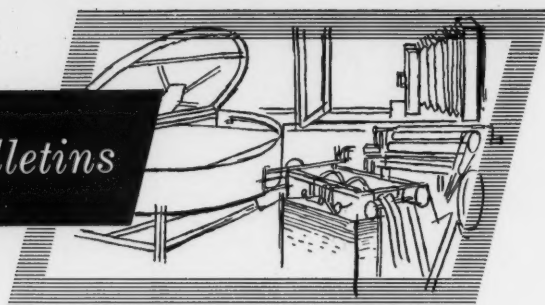
INTERCHEMICAL PRINTING INK
CORPORATION DIVISION

EXECUTIVE OFFICES: 67 WEST 44TH STREET, NEW YORK 36, N. Y.



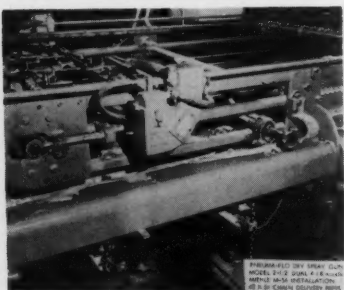


Equipment, Supplies, Bulletins



New Dry-Spray System

A new product to prevent offsetting, the Pneuma-Flo dry-spray system, has been announced by Pneuma-



Dry-Spray System

Flo Systems, Inc., 141 W. 20 St., New York. According to the firm, the dry-spray system is used extensively for multicolor work and varnish on all stock, including plastics and metallics. The low pressure controlled spray, the firm said, assures continuous uniformity with one setting and never affects the color or tone of the job.

Ink-O-Saver Distributor

Van Son Holland Ink Corp. of America, Mineola, N. Y., has been appointed distributor of Ink-O-Saver and other graphic arts aerosol products for the offset and duplicator fields. The aerosols are manufactured by Acrolite Products, Inc., West Orange, N. J.

Booklet Describes Flexowriter

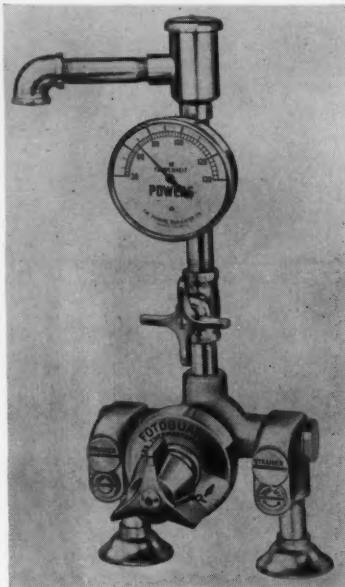
A colorful, 24-page booklet entitled "The Punched Tape Story," which is presented with simplified cartoon-type illustrations, has been issued by Commercial Controls Corp., Rochester, for its Flexowriter automatic writing machine. The booklet shows how common language punched paper tape can be created by Flexo-

writer for integrating other business equipment or used to actuate the same or other Flexowriters to produce documents, completely automatic, at 100 words a minute.

Service For Lithographers

Rapid Mounting & Finishing Co. of Chicago is establishing a plant in Burlingame, Cal., to handle die cutting and mounting material in sizes up to 46 x 76". Service will be mainly for lithographers producing point-of-sale and similar display pieces.

Negative Processing Control



Fotoguard, a new thermostatic water mixer, provides accurate control of photo negative processing by delivering water within 1/2-degree F. of the desired temperature. A control handle adjusts the delivery temperature to any point in the 60-125 degree F. film processing range. Manufacturer is the Powers Regulator Co., 3434 Oakton St., Skokie, Ill.

Monsanto Issues Two Reports

Not one, but two annual reports is the idea of Edgar M. Queeny, board chairman of Monsanto Chemical Co., St. Louis.

The one, a 32-page 4-color book and cover, is a pictorial story of the company's growth and year's operations. It was designed primarily for easier reading by the company's 53,000 shareholders, many of whom are women.

The second book, a 24-page and cover job, illustrated with statistics and charts, is an analytical study provided primarily for economists, statisticians, investment bankers and trust officers.

Both books are sent to shareholders and employees and an extra 10,000 copies of each are printed for student distribution. The company receives an average of 6000 requests a year from students from 6th grade to college level seeking information about the company.

Both books are printed offset by Simmons-Sisler Printing Co. Quantity on each is 120,000 copies. Plates are by Lithocraft Studios and art work by The Illustrators, both of St. Louis.

New Art Book Listed

"Art in Season," the third portfolio by Idea Art, 307 Fifth Ave., New York, recently has been published. The new workbook contains 72 new, unusual situational illustrations of light-touch art for reproduction. For this issue, drawings have been created around seasonal themes and a special supplement of sport subjects is included. All are accompanied by copy lines, as in the first two books.



The Fascination of Color

Can you blame this young fellow for creating such a stir? After all, to most grownups color television is much more exciting too.

Color printing is no less exciting in its way. If a story calls for a picture, how much better to tell the story with all the impact of full color. Whether the picture shows a gleaming new refrigerator, the charm of Bermuda, or a girl in a silver mink stole, color lends excitement.

Oxford Papers are used by the best printers and lithographers. There are 25 different grades for color reproduction. If you would like helpful advice on papers for color printing, call your nearby Oxford Merchant, or write our nearest office.

Oxford Papers
Help Build Sales

OXFORD PAPER COMPANY
OXFORD MIAMI PAPER COMPANY

230 Park Avenue, New York 17 ★ 35 East Wacker Drive, Chicago, 1



PRINTING PAPERS FOR BOOKS, MAGAZINES, COMMERCIAL PRINTING, BUSINESS FORMS AND PACKAGING

**This insert is a sample
of the offset results
you can get on**



WESCAR OFFSET AND RANGELEY OFFSET (companion grades manufactured at the West Carrollton and Rumford mills, respectively) are bright, white papers of high opacity, exceptional strength and ink receptivity. They have excellent bond and are free from lint and fuzz. Designed to insure maximum performance at high speeds, they are recommended for fine reproduction of halftones and multicolor process work. Wescar and Rangeley Offsets, white, are available in both regular (smooth) and vellum finish. Wescar Offset, vellum finish, is also available in eight distinctive tints — ivory, canary, French gray, tan, green, blue, pink and golden yellow.

WESCAR TEXT is a brilliant white, opaque offset paper in vellum finish permitting fine gradations of tone from white to solid black. It reproduces details of line drawings, halftones and color process illustrations with distinctive fidelity. Wescar Text is a de luxe offset sheet meeting the most exacting standards for printing results and press performance.

CARROLLTON OFFSET is a bright white offset paper of good opacity and regular, uniform surface. Free from lint or fuzz, it is carefully manufactured to give trouble-free press performance. Available in vellum finish, Carrollton Offset is recommended for quality offset reproduction at moderate cost.

TWO VALUABLE AIDS: (1) The **OXFORD PAPER SELECTOR CHART** helps you select the right grade of paper for each job. (2) The **OXFORD PAPER COST CALCULATOR** quickly gives the exact cost per 1000 sheets for common weights and sizes of printing papers. Ask your nearby Oxford Merchant or write us direct.

OXFORD PAPER COMPANY OXFORD MIAMI PAPER COMPANY

230 Park Avenue, New York 17 ★ 35 East Wacker Drive, Chicago 1

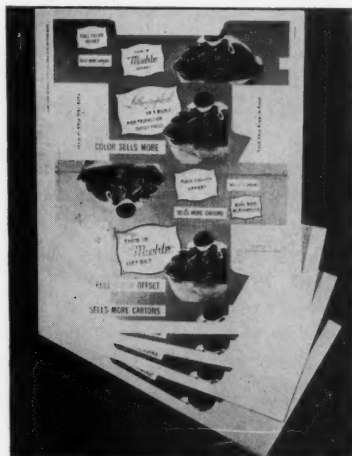
PRINTING PAPERS FOR BOOKS, MAGAZINES, COMMERCIAL PRINTING, BUSINESS FORMS AND PACKAGING

Nation-wide Service Through Oxford Merchants

Albany, N. Y.	W. H. Smith Paper Corp.
Asheville, N. C.	Henley Paper Co.
Atlanta, Ga.	Wyant & Sons Paper Co.
Augusta, Maine	Carter Rice Storrs & Bement
Baltimore, Md.	The Mudge Paper Co.
Bethlehem, Pa.	Wilcox-Walter-Furlong Paper Co.
Boise, Idaho	Blake, Moffitt & Towne
Boston, Mass.	Carter Rice Storrs & Bement
Buffalo, N. Y.	Franklin-Cowan Paper Co.
Charlotte, N. C.	Henley Paper Co.
Chicago, Ill.	Birmingham & Prosser Co.
	Bradner, Smith & Co.
	Marquette Paper Corporation
	Midland Paper Company
	The Whitaker Paper Co.
Cincinnati, Ohio	The Johnston Paper Co.
	The Whitaker Paper Co.
Cleveland, Ohio	The Cleveland Paper Co.
Dallas, Texas	Graham Paper Co.
Dayton, Ohio	The Whitaker Paper Co.
Des Moines, Iowa	Birmingham & Prosser Co.
Detroit, Mich.	Chope-Stevens Paper Co.
Fresno, Calif.	Blake, Moffitt & Towne
Gastonia, N. C.	Henley Paper Co.
Hartford, Conn.	Green & Low Paper Co., Inc.
	Carter Rice Storrs & Bement
High Point, N. C.	Henley Paper Co.
Indianapolis, Ind.	MacCollum Paper Co.
Kalamazoo, Mich.	Birmingham & Prosser Co.
Kansas City, Mo.	Birmingham & Prosser Co.
	Graham Paper Co.
Knoxville, Tenn.	Louisville Paper Co.
Little Rock, Ark.	Roach Paper Co.
Long Beach, Calif.	Blake, Moffitt & Towne
Los Angeles, Calif.	Blake, Moffitt & Towne
Louisville, Ky.	Graham Paper Co.
	Louisville Paper Co.
Manchester, N. H.	C. H. Robinson Co.
Memphis, Tenn.	Louisville Paper Co.
Milwaukee, Wis.	Allman-Christiansen Paper Co.
	Sensenbrenner Paper Co.
Minneapolis, Minn.	Wilcox-Mosher-Leffholm Co.
Nashville, Tenn.	Graham Paper Co.
Newark, N. J.	Bulkley, Duntun & Co., Inc.
New Haven, Conn.	Carter Rice Storrs & Bement
New Orleans, La.	Graham Paper Co.
New York, N. Y.	Baldwin Paper Co., Inc.
	Bulkley, Duntun & Co., Inc.
	Green & Low Paper Co., Inc.
	Kennelly Paper Co., Inc.
	The Whitaker Paper Co.
Oakland, Calif.	Blake, Moffitt & Towne
Omaha, Neb.	Western Paper Co.
Pawtucket, R. I.	Carter Rice Storrs & Bement
Philadelphia, Pa.	Atlantic Paper Co.
	Wilcox-Walter-Furlong Paper Co.
Phoenix, Ariz.	Blake, Moffitt & Towne
Pittsburgh, Pa.	Brubaker Paper Co.
	General Paper Corp.
Portland, Maine	C. H. Robinson Co.
Portland, Oregon	Blake, Moffitt & Towne
Reno, Nevada	Blake, Moffitt & Towne
Richmond, Va.	Cauthorne Paper Co.
Rochester, N. Y.	Genesee Valley Paper Co.
Sacramento, Calif.	Blake, Moffitt & Towne
St. Louis, Mo.	Birmingham & Prosser Co.
	Graham Paper Co.
	Shaughnessy-Kniep-Hawe Paper Co.
	Tobey Fine Papers, Inc.
San Bernardino, Calif.	Blake, Moffitt & Towne
San Diego, Calif.	Blake, Moffitt & Towne
San Francisco, Calif.	Blake, Moffitt & Towne
San Jose, Calif.	Blake, Moffitt & Towne
Seattle, Wash.	Blake, Moffitt & Towne
South Bend, Ind.	Birmingham & Prosser Co.
Spokane, Wash.	Blake, Moffitt & Towne
Springfield, Mass.	Carter Rice Storrs & Bement
	Mill Brand Papers
Stockton, Calif.	Blake, Moffitt & Towne
Tacoma, Wash.	Blake, Moffitt & Towne
Toledo, Ohio	Paper Merchants, Inc.
Tucson, Ariz.	Blake, Moffitt & Towne
Washington, D. C.	John Floyd Paper Company
Worcester, Mass.	Carter Rice Storrs & Bement
York, Pa.	The Mudge Paper Co.

Offset On Board Stocks Shown

Miehle Printing Press & Mfg. Co. is offering a "Carton Kit" illustrating high-quality color offset work obtain-



Miehle Carton Kit

able on a variety of board stocks. The kit consists of a $15\frac{3}{4} \times 19\frac{1}{4}$ " board, lithographed with a four-color ice cream carton form and folded in two, and three half-size inserts of different board stocks lithographed with a portion of the same carton illustration and in the same colors. Board samples were run on a Miehle 38 offset press under actual shop conditions. Both the folder and the inserts were varnished to further conform with standard production methods.

Senefelder Chemical Booklet

A new catalog describing surface plate chemicals, the first in a series on various products, has been issued by Philip Lochman & Co., Chicago, and its subsidiary, The Senefelder Co., Woodside, N. Y. Contained in the catalog are directions for making plates and directions for the use of Seneflex solution. A new booklet on deep etch chemicals is being prepared and will be issued soon.

Booklet Issued By Intertype

A new booklet containing comprehensive showings of the new Garamond family of type faces for line casting machines has just been released by Intertype Corp., Brooklyn. It features 45 different fonts of Garamond, Garamond Italic, Garamond Bold and Garamond Bold Italic, in

sizes from 6 pt. through 48 pt. Also included in the 28-page four-color booklet are duplexed showings of various weights and styles, as well as special figures and interesting specimen settings which show typical applications for the faces.

"Printer and The Paper Mill"

During the National Paper Trade Association convention in New York recently, Fraser Paper Limited introduced an interesting new educational training film, "The Printer and the Paper Mill." Using 35mm colored still pictures and a question and answer story technique, the film tells the background and follows the manufacturing processes of paper.

Fluorescent Papers Announced

Velva-Glo, a new line of fluorescent papers and cardboards, has been announced by Radiant Color Co., 830 Isabella St., Oakland 7, Cal. According to the firm, any Velva-Glo paper or cardboard will retain effective fluorescent brightness for a minimum of 60 days, and normally up to four months, when exposed to direct sunlight on a vertical plane.

The manufacturer reports that the printing surface is smoother, takes less ink, and produces finer detail by either letterpress or offset than previous fluorescent papers. Both showcard and silk screen colors work extremely well on the fluorescent surface.



**COMPARE THE
PERFORMANCE
AND COST!**

SIZES

- 18 x 22
- 24 x 24
- 31 x 31

THE

Commodore

18x22" ... \$2350.00

CRATED F. O. B. WOODSTOCK, ILLINOIS

PRICE INCLUDES THESE FEATURES:

- 10 ft. Bi-rail track with center tube
- 24 x 36" glass covered tilting type copyboard
- Goetz Red Dot $16\frac{1}{2}$ " Artar, Lens-Coated and color corrected (2 times enlargement and 4 times reduction)
- Lamp carriers and lamps
- Vacuum film holder (swing type) with film size selector valve including pump and motor unit
- Ground glass (swing type)
- Scaling system
- Manual diaphragm control
- Automatic shutter control

Write today for descriptive literature

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PRINCIPAL CITIES



MANUFACTURERS OF THE WORLD'S FINEST PHOTOMECHANICAL EQUIPMENT

W. A. BROWN MANUFACTURING COMPANY

608 S. Dearborn St. • Chicago 5, Illinois

Gravure Process Described

Renewed interest in the McCorquodale-Gresham process for color roto-gravure was shown at the recent con-



A feature of the McCorquodale-Gresham process is its light-tightness which enables the machine, once loaded with plates, to be operated in full light allowing the operator to carry on with other work.

vention in Chicago of the Gravure Technical Association. Donald C. Gresham, of London, described the process, which he invented. He used slides to explain how the method is used to make reversal positives.

John E. Hazel, chairman of the publication section of GTA, in which the talk was given, remarked that the McCorquodale - Gresham process "demonstrates the constant striving to develop mechanical processes that mean improvement in quality of the products turned out by the gravure industry."

The process is directed primarily at reducing cylinder finishing costs. It is claimed that, with much less technical difficulty, the process gives results which closely match the engraver's proof.

In the process, continuous tone separation positives are made and retouched exactly as for conventional gravure. From these finished positives, screen positives are made directly by a patented reversal process. The screen positive has exceptionally hard opaque dots ranging from highlights to shadow, according to Mr. Gresham.

Henry P. Korn, 5 Beekman St., New York, has been appointed distributor for the process.

McCandlish Lithograph Installs 18,000-Lb. Camera

ERECTION of an 18,000-lb. camera, which the company claims is the first of its size and type in the U. S., has been completed at the plant of McCandlish Lithograph Corp. in Philadelphia. This concern, a subsidiary of United States Printing & Lithographing Co. of Cincinnati, is well-known for its multi-color outdoor posters whose production requires super-size camera work.

The new mammoth optical instrument comes from an old (1838) manufacturer in the lithographic field, Klimsch of Frankfurt A. M., Germany, whose chief designer flew to Philadelphia to direct the two-weeks' task of reassembling the camera.

For operation, this "Commodore" model, as it is called, is suspended from a three-point overhead support, leaving the floor clear for the operator to position, examine and adjust the subject to be photographed.

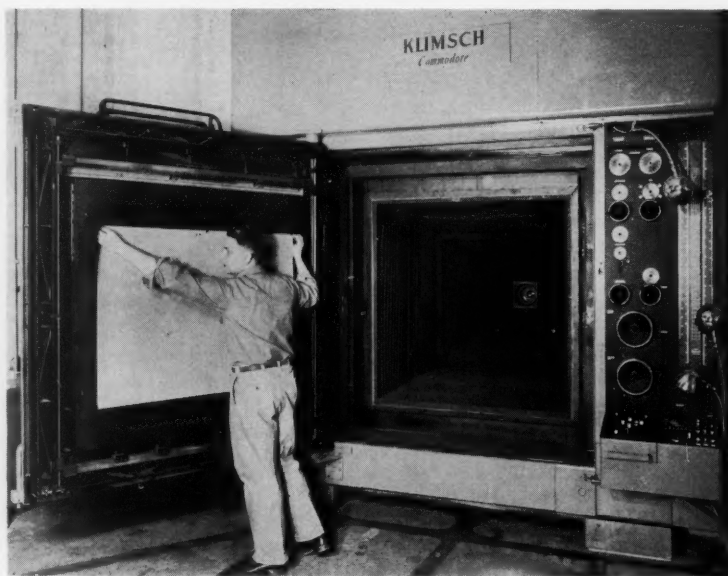
Art work to be photographed is mounted on special type copyboard that eliminates the use of a glass cover, and is readily adjusted to allow the use of transmitted light for transparencies and halftones by the indirect method. High intensity arc

lights have special porcelain coated reflectors which enclose the lamp carbons and are suspended in position for all camera settings. If a lamp fails to light due to faulty carbon setting, a buzzer signals the operator.

Film (negative) up to 50 x 50" in size is held in position by a vacuum back. Small size negatives are accommodated by a smaller insert back with its own ground glass which swings into use as needed. Etched glass screens, which break the subject image into minute "dots" on the lithographic plate, are five feet in diameter and are moved on tracks.

After the subject has been placed on the copyboard, the entire control of the camera centers at the control panel in the darkroom.

H. A. Speckman, president of McCandlish, states that the new instrument produces camera work of greater detail and accuracy. Rigid construction and overhead suspension eliminate vibration and its effects. The central control system enables the operator to hold closer tolerances and produce color separations in less time and in an extended range of sizes.★



Fred C. Kahoun, cameraman for McCandlish Lithograph Corp., positions large negative which is held securely in place by vacuum and can be released instantly.

Booklet On Management

Management in the Graphic Arts, 1956, a 70-page booklet published by the School of Printing Management, Carnegie Institute of Technology, Pittsburgh, contains edited transcriptions of papers presented at the school's 1956 spring conference, the theme of which was "Problems of the Future for Management in the Graphic Arts."

Topics discussed include "High-Speed Letterpress Developments"; "Benjamin Franklin Plus Two Centuries"; "New Developments in Plate-making"; and "Electronics and Automation."

New Ozalid Microfilm Line

A complete line of microfilm and microfilm equipment has been announced by the Ozalid Division of General Aniline & Film Corp. With the introduction of new equipment, Ozalid now offers the new product line for all phases of microfilm and production use.

The new equipment will be marketed under the name Microline.

Set-Up Paper Box Competition Winners



The above razor display for Eversharp Inc. was awarded an honorable mention in the 1957 Set-Up Paper Box Competition. The counter display unit was manufactured by Samuel Barnett Co., Philadelphia. The Niagara Box Factory, Inc. won an honorable mention for its work on the artist's set of boxes for Eagle Pencil Co.

Compare the Lens you now use with the New GOERZ "RED-DOT" ARTAR
Now specified by ALL leading Camera manufacturers!



GOERZ

RED
DOT

ARTAR

The Lens with greater covering power
plus hidden reserves!

The increased demand for better color and black-and-white repro-duction has made the new GOERZ "RED-DOT" ARTAR first choice in process lenses. It's fully color-corrected and anti-reflection coated...two "musts" if you strive for the best! An inferior or old-fashioned lens can cause your cameraman serious trouble. An additional focal length will make your camera more versatile. 15-DAY FREE TRIAL! IMMEDIATE DELIVERY. Write us—we may be able to select a lens to fit your present camera calibration.

REPRO-ART

LANSTON MONOTYPE

Focal Length Inches	Film Covered 1/3	Price in Barrel
4	408	\$112.00
6	616x846	132.00
8 1/4	8x12	160.00
9 1/2	10x14	185.00
10 1/2	12x14	198.00
12	12x18	244.00
14	16x20	280.00
16 1/2	18x22	298.00
18	20x24	315.00
24	25x32	425.00
30	30x40	525.00
36	36x45	675.00
42	48x56	1080.00
47 1/2	48x64	1310.00
70	72x80	On Req.

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NEW YORK

IT'S
AN
INSIDE
JOB

...because of
TRI-MOL[®]'s

3-PLY IMPORTED MOLLETON
EXTRA PLY...

the new
"INVISI-STITCH"
is now possible

- Seams CAN'T SPLIT from abrasion of stitches
- NO STITCH PATTERN to Spoil printed jobs
- NO more INK CLOGGED stitches
- NO SEAM BUMP assures perfect diameter

NEW
REVOLUTIONARY
"INVISI-STITCH"



WRITE FOR NAME OF
DEALER IN YOUR AREA

ROLL-O-GRAPHIC CORP.

133 PRINCE STREET, NEW YORK CITY

LITHOTYPE PROCESS CO., San Francisco, has installed two 23" x 31" Consolidated Jewel offset presses, according to Al Severance, Northern California factory representative.

ML

OWL PRINTING CO., San Francisco combination plant owned by Arnold Helgeson, has installed a 17" x 22" Harris in its lithographic department. This is in addition to a 17" x 24" Webendorfer.

ML

H. S. CROCKER CO. is installing a new 76" Miehle four-color offset press at its San Bruno, Cal., plant.

ML

SCHMIDT LITHOGRAPH CO., San Francisco, is installing a new Rutherford plate whirler to handle plates up to 78".

ML

MARTIN GRAYSON of Tulsa, district manager for Printing Developments, Inc., recently reviewed "One Hundred Years of Lithography" in an address before the Albuquerque Club of Printing House Craftsmen.

ML

LOUIS B. LASKA has been appointed metropolitan district sales representative for the Dry-Spray Div. of Pneuma-Flo Systems, Inc., New York.

ML

EDMUND G. BARTLETT has been named Philadelphia branch manager for the printing products division of Minnesota Mining & Manufacturing Co. He has been sales supervisor in the eastern seaboard area since 1954.

ML

HARRINGTON-McINNIS CO., INC., Oakland, Cal. commercial printing firm, has entered the offset field with installation of a 17½ x 22½" Webendorfer Press.

ML

A. CARLISLE & CO., San Francisco, has installed a new two-color 23" x 36" Harris offset press.

ML

EAST BAY PRINTING CO., of Oakland, Cal., has purchased a 14 x 20" Webendorfer, in addition to its presently operating Davidson press.

ML

FRESNO, CAL., Typographical Union has established a "new proc-

esses" school. Equipment installed includes a Filmotype, a Hunter Copyist and dryer, a Lewis Litho table, an Argyle gallery camera, and light tables.

ML

JOSEPH PARTIPILO has been appointed plant manager for The Regensteiner Corp., Chicago, it was announced last month by Edward E. Loeb, executive vice president.

ML

IDA ROSSMAN, formerly in charge of printing purchasing at Dickie-Raymond, Inc., Boston, has joined Buck Printing Co., Boston, as a member of the planning and estimating department.

COPEASE CORPORATION, distributor of Copease photocopying machines, has moved to new sales and executive headquarters at 425 Park Ave., New York. The company was in temporary offices at 70 Fifth Avenue.

ML

ROBERT J. SIPE, pressroom superintendent at 20th Century Press, Chicago, was a member of a class of 12 recently inducted into membership by the Chicago Craftsman's Club.

ML

STANLEY WESSEL & Co., Chicago litho firm specializing in point-of-purchase advertising material, has announced appointment of Harry J. Stouffer as sales manager.

KENRO "vertical 18" CAMERA

Compact, Precise, Efficient



Ideal No. 1 Camera
for Small Shops
Precision No. 2 Camera
for Large Shops

Vertical design saves space and operator time. In practical form sizes, Kenro "Vertical 18" equals a 16 x 20 camera, has twice the capacity of an 11 x 14 and more capacity than 14 x 17. Finest quality color-corrected Goerz lens assures sharp, high quality line and halftone negatives. Illustrated operating manual makes it easy for anyone to quickly learn to use the Kenro.

Available from your local graphic arts dealer. In Canada, Sears, Ltd.

GET ALL THE FACTS. Write for Bulletin 56. Gives all technical facts and shows how the Kenro "Vertical 18" will be a profitable addition to your plant.

KENRO GRAPHICS, INC.
25 Commerce Street, Chatham, N. J.

Dept. (H)

PLEASE SEND BULLETIN 56.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____





Neither of these old birds is a Golden Plover.

If you're sufficiently curious, you can find
Golden Plover in profusion on every ream of Plover Bond
you buy. Plover Bond, however, is not for the
birds . . . but rather for printing fine letterheads on.

Whiting-Plover Paper Company,

Stevens Point, Wisconsin.



BETTER PAPERS ARE MADE WITH COTTON FIBER

Plan Stamp & Poster Contest

The International Printing Week Committee last month announced the beginning of the Stamp and Poster Contest for the 1958 Printing Week celebration. The contest is open to anyone connected with the graphic arts industry or its allied branches. Recognized leaders of the graphic arts industry will act as judges to select the winners, and will be announced later.

PHOTO CLINIC

(Continued from Page 59)

duced, are additional factors which can alter the result.

The best way to check the output of the lamps is by means of a light meter. Position the lamps for uniform copyboard coverage and take readings. The ratio of the intensity difference would be a guide as to the exposure ratios. If the ratio thus established does not coincide with practical exposure tests, this may be due to a difference in the color temperature of the light produced by the two lamps.★

PROFITS

(Continued from Page 40)

profit before taxes rose from 5.5 percent to 6.7 percent and, after taxes, from 3.2 percent to 4.1 percent while for the larger companies the corresponding figures were 5.6 to 6.0 percent and 2.9 to 3.1 percent. You will perhaps recall that in last year's survey it was the larger companies which had chalked up the larger gains in profit both before and after taxes as compared with 1954.

Chart III affords a closer look at net profits by size of company both for 1955 and for 1956. The upper section of the Chart shows for 1955 net profits before and after taxes for each of the six sales brackets used in our questionnaire. The lower section presents similar information for the year 1956. From a purely statistical point of view, the smaller number of companies included in a given sales bracket provides a somewhat less sure base for determining aver-

age performance. Certain general conclusions, however, may be drawn.

The pair of bars marked A at the extreme left of each section shows net profit on sales, both before and after taxes, for those companies with sales in the given year of less than \$500,000; Group B, with sales of \$500,000 to \$750,000; Group C, from \$750,000 to \$1,000,000; Group D, from \$1,000,000 to \$2,500,000; Group E, from \$2,500,000 to \$5,000,000 and, finally, Group F, with sales of over \$5,000,000.

In discussing these charts, I would like to center your attention not on the maximum spread of the profit reports by sales classifications but on the middle cross-hatched and black sections of the bars representing the spread of the middle 50 percent of the firms reporting and, more particularly, on the figures representing the average net profit of all the firms reporting in each sales group.

Let us turn first to the upper section of the chart showing the 1955 profit information. Average net profit be-

You'll always find big strawberries on TOP of the box
but only DAVIDSON DUAL-LITH offers DEEP DOWN value!

Davidson Dual-Lith Model 241 gives you the most for your money in a small offset machine. It's got all the surface conveniences any operator needs . . . but it also packs solid, deep-down features that boost production . . .

2-Cylinder Principle. Original with Davidson, gives you superb line, halftone and multicolor reproduction.

8 Printing Processes. Two-sided simultaneous lithography, conventional offset, Davenporting, dry offset, letterpress, imprinting, numbering, perforating.

Heavy-Duty Construction. Deep-ribbed frames, high tensile cast or forged parts, precision machining.

Gripper Bar Chain Delivery. Pulls each sheet through printing unit, controls each sheet until it is deposited in the hopper. Provides close register, especially on critical multicolor work.

FREE!

These booklets illustrate the reasons for Dual-Lith superiority.

Only DAVIDSON DUAL-LITH does more for you on one machine

ML-5-7

☐ Send Model 241 brochure

☐ Send Attachments Catalog

☐ Send Questions & Answers book

Name _____

Firm _____

Street _____

City _____ Zone _____ State _____

Headings in Prototype • Text in Linotype

DAVIDSON CORPORATION
 A Subsidiary of Mergenthaler Linotype Company
 29 RYERSON STREET, BROOKLYN 3, NEW YORK
Distributors in all principal cities and Canada

"CHAMPION" Deep Etch DOWN-DRAFT Lithographers Work Table

COMPLETELY ELIMINATES ALL HAZARDOUS FUMES

Check these advantages:

- ✓ Removes all hazardous fumes at their source—no odor in shop and offices.
- ✓ Table at convenient working height.
- ✓ Exhaust slot removes contaminated air through slot all around perimeter of working area at high velocity.
- ✓ Acid resistant KOROSEAL lined disposal pitches to a KOROSEAL lined 2" drain.
- ✓ Processing of plates on an everlasting smooth surfaced slate slab.
- ✓ Large heavy duty ball-bearing type built-in suction blower operates quietly and is belt driven by a standard speed motor.
- ✓ Reduces absenteeism.
- ✓ Tends to reduce insurance rates.
- ✓ Increases production.



4 POPULAR SIZES
(Other Sizes Upon Request)

No.	Slate Slab	Overall Dimensions (All 33½" High)	Exhaust Blower Capacity: Cu. Ft. Air Per Minute	Motor H. P.
1	30"x40"	42"x50"	2500	1
2	42"x50"	54"x62"	3200	1½
3	50"x60"	62"x72"	4200	1½
4	60"x80"	72"x92"	4800	2

SOME OF THE USERS OF "CHAMPION" EQUIPMENT

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Gugler Litho Co.
Milwaukee, Wis.
Conner Lithographers
Detroit, Mich.
Hall Brothers
Kansas City, Mo.
Epsen Litho Co.
Omaha, Neb.
Atlanta Litho Co.
Atlanta, Ga.
Crane Howard Litho Co.
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Features:

- ✓ Recirculating pump equalizes sink water temperature by forced flow of water around and under developing trays.
- ✓ Will maintain separate desired temperatures for sink trays (heating and cooling) and for storage compartment (cooling) to within a fraction of a degree of setting.
- ✓ Equipped with latest type hermetically sealed, trouble free refrigerating unit.
- ✓ In operation a continuous flow of water is not required. Result: no water wasted.

- ✓ Disposal trough for tray contents in back for convenience.
- ✓ High back splash, sink aprons, etc. constructed of polished stainless steel, heliarc welded.

#1	3 Trays	20x24 Film Size	32½" x 74"
#2	3 Trays	26x30 Film Size	39" x 93"
#3	3 Trays	30x40 Film Size	49" x 105"

... and other sizes available for your special requirements.

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fore taxes for sales Groups B and C was substantially lower than for the other four sales groups — 4.7 percent and 4.6 percent, respectively, as compared with 5.9 for sales Group A and 5.5, 6.1 and 5.8 percent for sales Groups D, E and F. Average net profit after taxes for the firms in Group A (with sales under \$500,000) was 3.4 percent, while for each of the other five sales classes average net profit after taxes was at a lower level — 2.7, 2.8, 2.9, 3.0 and 2.8 percent, respectively.

Profit Improved

In 1956, however, we find quite a different picture. Average net profit in each of the three sales groups, A, B and C, both before and after taxes, showed a marked recovery. Average net profit before taxes in sales Group A stood at 7.3 percent in 1956 as compared with 5.9 percent in 1955; for Group B, 5.9 percent compared to 4.7 percent and for Group C, 6.2 percent compared to 4.6 percent in 1955. The figures for average net profit after taxes in these same three sales groups disclose similar improvement on a year-to-year basis — for Group A, 4.6 percent as compared with 3.4 percent in 1955; Group B, 3.4 percent and 2.7 percent and Group C, 3.7 percent compared with 2.8 percent in 1955.

In sales groups D, E and F, made up of the firms with sales of over \$1,000,000, over \$2,500,000 and over \$5,000,000, respectively, the average net profit figures, both before and after taxes disclose no such marked recovery. For average net profit before taxes, the year-to-year comparisons for these sales groups are as follows: for Group D, 5.8 percent in 1956 as compared with 5.5 percent in 1955; for Group E, 6.2 percent and 6.1 percent and for Group F, 6.2 percent compared with 5.8 percent in 1955. For average net profit after taxes, the corresponding figures are: for Group D, 3.0 percent in 1956 as compared with 2.9 percent in 1955; for Group E, 3.0 percent in both years and for Group F, 3.2 percent in 1956 compared with 2.8 percent in 1955.

Of these latter three sales groups,

Group F, representing those firms with annual sales of over \$5,000,000, turned in the best performance but its moderate year-to-year recovery does not match that of any of the groups A, B or C.

Probably we have all chuckled over the rash of zany wall mottoes which have made their appearance in recent years. One, which I found amusing, read "If you can keep your head when all about you are losing theirs, maybe you just don't understand the situation." I do not mean to imply that

this report is cause for losing our heads but I am quite frank to admit that I don't fully understand the situation.

The facts we have reported are based on the reports of 232 companies. Since this is not a scientifically constructed sample, it is quite possible, even probable, that if we had had several hundred more reports the results might have varied somewhat. However, we do believe that the facts obtained from this survey are indicative of the year-to-year

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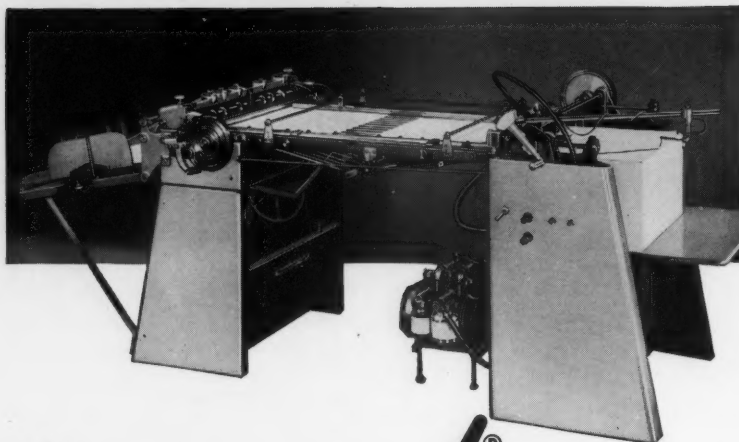
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 Slot Perforating Machine
 incorporates BOTH feeder and perforator

Now, for the first time, you can secure a fully automatic slot perforating unit which includes both perforator and automatic feeder built in its entirety by one manufacturer. With this Rosback machine, you are assured *complete responsibility* for satisfactory operation from a single source, because perforator and feeder have been designed and built as a team for most efficient production.

Here is a perforator which guarantees you high speed, accurate perforating

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A few of the important innovations which are incorporated in the Rosback Automatic Slot Perforating Machine are detailed in the box below. Compare your needs with these unusual advantages—you'll find your answer for meeting today's demands for accurate, high-speed slot perforating. For complete information, write for specification sheet or see your Rosback dealer.

OPERATING ADVANTAGES

Two sizes—30" and 36".

Speed—up to 12,000 per hour.

Feed Table accommodates 24" pile.

Handles stock from 9# manifold to post card weight. Minimum sheet size 6" x 6".

Patented pile elevating mechanism extremely sensitive. One adjustment compensates for thick and thin stocks.

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Double pump—one for vacuum, one for pressure. Vacuum and pressure regulated independently.

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Special vacuum valve enables operator to switch quickly from strike to continuous perforating.

Tape section equipped with micrometer side adjustment and simple tape-tension adjustment.

Extension delivery and automatic logger available as optional extra.

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WORLD'S LARGEST MANUFACTURERS OF PERFORATORS,
 WIRE STITCHERS AND PAPER PUNCHING MACHINES

Bingham Launches Contest

Sam'l Bingham's Son Mfg. Co. has launched an \$8,000 prize contest, open to anyone engaged in the graphic arts industry. The contest, which officially opened May 1, offers (1) Free all-expense-paid vacation trip for two to Paris, via Air France, plus \$300 cash to spend, (2) All-expense-paid one week vacation trip for two to Bermuda, plus \$200 cash to spend, and (3) All-expense-paid vacation trip for two to Nassau, plus \$200 cash to spend . . . the latter two trips via Pan American Airways.

There are 50 other prizes ranging from Admiral color TV sets and Polaroid cameras to solid gold Waltham watches and pocket-size Admiral transistor radios.

Monthly, during the contest period, from May 1 to Oct. 31, four prizes, a camera, a watch, and two transistor radios will be awarded. All other prizes, including the grand "vacation trip" prizes will be awarded following close of contest. Winners of a monthly prize, however, are also eligible to win one of the grand prizes.

Everyone who enters this contest, says Kenneth Butler, Bingham's sales manager, gets an easy chance to win one of the coveted prizes by simply completing one unfinished sentence (about rollers) in plain everyday words.

Bingham's theory is that since the sentence each contestant must complete is about "why he likes a certain kind of roller"—it will set him to thinking about rollers! Which, according to Ken Butler, is bound to benefit Sam'l Bingham's Son Mfg. Co.

Boud Heads New B&B District

Robert D. Boud, salesman for Brown & Bigelow in Oakland, Calif. since 1950, has been appointed sales manager for the firm's new Pacific district in Pasadena, Calif. The Pasadena district is the fourth office established in southern California, and the 57th in the U.S. by Brown & Bigelow. Mr. Boud will be in charge of 14 salesmen and will be under the direction of V. W. Weaver, western sales vice president, Los Angeles.

trend of profits in the lithographic industry.

Numerous individuals have expressed the view that our annual profit survey would be more informative were net profit analyzed as a return on invested capital instead of sales. The matter has been given consideration but it is not deemed probable that the necessary information could be easily obtained directly from lithographers on an industry questionnaire.

However, the Federal Trade Commission and the Security Exchange Commission have jointly published for the period since 1947 a Quarterly Financial Report for Manufacturing Corporations which includes for an industrial classification entitled "Printing and Publishing (except newspapers)" a series of data including net profits both before and after taxes from which it is possible to compute profits both as a percentage of net sales and of stockholders' equity. "Stockholders' Equity" is defined as comprising capital stock, capital surplus, minority interest, earned

surplus and surplus reserves.

For 1955, the latest year for which complete data are available, net sales as reported for Printing and Publishing (except newspapers) amounted to close to \$6,000,000,000. No data are available, however, which would indicate what portion of these sales is for "printing" and what portion represents "sales and advertising revenues" of publishers.

It may appear to you, therefore, as ill-advised to attempt to draw any direct conclusions from a study of this series of data as to the probable return on invested capital in the lithographic industry. In this general view, we concur. However, because of the similarity between both the level and the trend of average net profits on sales as disclosed in this series and in our own study of the lithographic industry we would like to point out, for whatever general significance it may have for lithographers, the relationship of net profits on sales and on stockholders' equity as computed for "Printing and Publishing (except newspapers)."

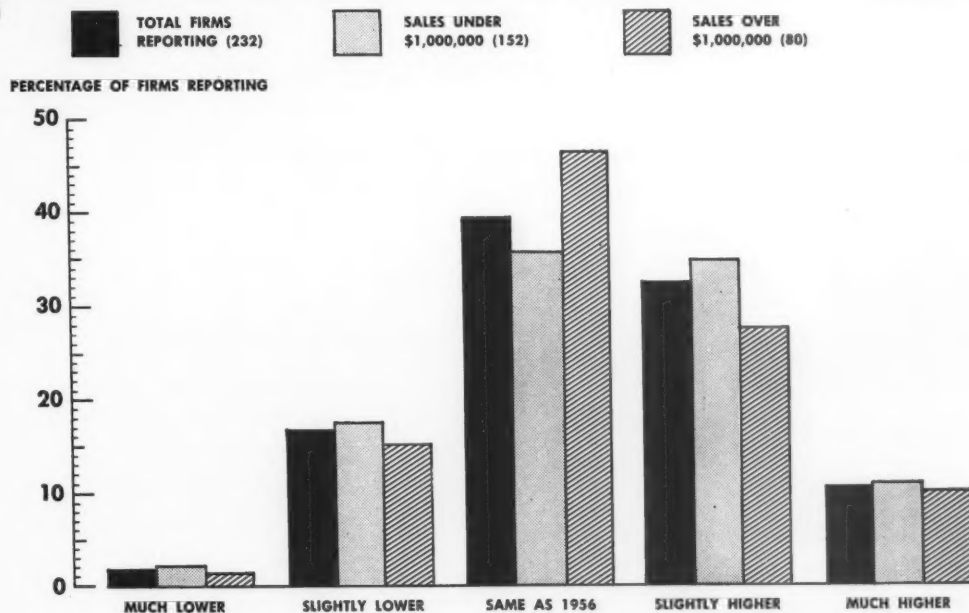
In 1955, for example, net profit on sales, after taxes, was 3.65 percent as compared with 10.2 percent on stockholders' equity. In other words, the rate of return on stockholders' equity was 2.8 times that of return on sales. For the nine years for which these data are available this annual ratio has varied from a low of 2.54 in 1949 and 1950 to a high of 2.83 in 1953 while the annual average for the nine-year period is 2.71.

Good Profit Prospects

We turn now to our final chart which portrays the views of lithographers as to profit prospects in 1957 as compared with 1956. On our questionnaire we asked lithographers on the basis of 1957-to-date to indicate whether they thought their profits as compared with 1956 would be much lower, slightly lower, about the same, slightly higher or much higher.

Chart 4 shows the percentage distribution of these "educated guesses." The black bars are for the total firms reporting (232); the gray bars for the 152 firms with sales under \$1,-

4. PROFIT PROSPECTS FOR 1957 AS COMPARED WITH 1956



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super-calendered after
coating for maximum
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000,000 and the cross-hatched bars, for the 80 firms with sales of over \$1,000,000.

An almost negligible percentage expect profits to be much lower in 1957. On the other hand, 10 percent (both small and large firms concur) expect profits to be much higher. Roughly one-sixth of both small and large firms expect a slight decline. The remaining lithographers expect profits to be about the same as or slightly higher. Among this group, however, the more optimistic view of the smaller plants becomes apparent with opinion about equally divided between same as and slightly higher. Among the larger firms, the preponderance of opinion (46 percent of the 80 firms reporting) inclines to the view that profits will be no better than in 1956. Only about one-quarter of them expect slightly higher profits.

Thus, four out of five lithographers who answered our questionnaire expect profits in 1957 to be equal to or better than in 1956.

At Gilsey House, in New York City, on the morning of Oct. 4, 1890 the third session of the third annual meeting of the National Lithographers Association convened with the first order of business the report "of a sub-committee appointed by the president for the investigation of the steady downward tendency of prices."

The form of the report was a "circular letter" to be presented for consideration and, if approved, to be published to the industry and to become a part of the published convention proceedings. Following is the salutation of that report:

"To the lithographer, wherever he may be, whether in his private office, pondering over his philanthropic situation in life as the friend and benefactor of the *large advertiser* and the help and main-stay of the publisher, or in his press-room, contemplating long lines of beautiful pieces of mechanism with whirling belts and gliding stone beds, known as steam-presses, and endeavoring to imagine how much more beautiful these steam-presses would look, if running at 80 cents per hundred instead of at 40 or, maybe, 30: to the lithographer, in deep consultation with his book-keeper trying to probe the mysteries of profit and loss account (mostly loss), or, in a fretful and anxious state of mind, wondering why

after years of tireless energy and unremitting attention to business he should have so much money in presses, stones, and materials, and so little in the bank: to the lithographer, struggling and arguing with his salesman to endeavor to convince him that his brother lithographer has not cut the price on you, "(anywhere from twenty-five to ninety percent): to the lithographer, who finds out from statistics and experience that he either does not know the cost of production, or, knowing it, is foolish enough to do work at less than cost: — this convention tenders its sympathy."

Much of this language, while quaint in tone, has a familiar ring. Apparently, upon our entry into the Atomic Age, we find that we still have current need of better answers to some of the problems which plagued our

brother lithographers some sixty-seven years ago.★

TIN PRINTING

(Continued from Page 57)

onds of $(3,600 \times 170) \div (5,340 \times 360)$ which equals .318 seconds, or more than double the .150 seconds obtained without pre-register.

This new time is so liberal that, for good stock, it is possible to push the speed still higher. In fact, if we run the press at, say, 6,000 i.p.h. we are still inside the practical limit of time required to obtain consistent register and continuity of running.

Feeding speeds are only a part of the problem. To enable the printer

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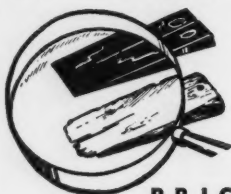
- Give accurate leveling of stock pile
- For FEEDER END to assure positive pickup
- For DELIVERY END to aid proper jogging

Assure level stock pile for the feeder suckers. Having a longer taper than wooden wedges, they permit closer adjustment and prevent misses, dragging, folding under, etc. On the delivery end they assure proper jogging.



ABSOLUTELY SMOOTH — THIN LEAD EDGE

Of smooth plastic, they insert easily, quickly and cleanly without tearing or ruffling edges of stock. STAY in position. Can't splinter and cause damage to plates, engravings and blankets. Will not soak up oil, ink and dirt.



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8-inches long, wide with low angle of raise.	6-inches long, narrow with high angle of raise.	4 3/4-inches long, medium width, low angle of raise.
Less than 12.....\$1.65	Less than 12.....\$.90	Less than 12.....\$.80
Lots of 12..... 1.50	12 to 23..... .80	12 to 23..... .70
Lots of 24..... 1.40	24 to 47..... .75	24 to 47..... .65
Lots of 48..... 1.30	48 to 71..... .70	48 to 71..... .60
Lots of 96..... 1.20	72 to 143..... .65	72 to 143..... .55
Lots of 144..... 1.15	144 and over..... .60	144 and over..... .50

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to take advantage of higher speeds other refinements are necessary, such as the ability to maintain consistency in the supply of water and ink to the plate and the ability easily to withdraw a sheet for inspection at the delivery of the press.

Water control has ever been the bugbear of lithography — especially since the advent of the rotary press with the metal plate. Modern science has helped a lot in this respect. The use of pH control has enabled the correct dampening solution to be used in place of the old "acid-bath" and the intermittent feed of water has been improved by the introduction of electronic control to the fountain roller.

By intermittent feed we mean that water is fed from the fountain roller only once every two or three impressions, the latter being the more suitable ratio, because it gives more time for the small amount of water picked up to be evenly distributed and completely rolled out on the reciprocating rider or oscillating roller and, through the plate dampeners, to the plate itself. To the theorist this may seem absolutely contrary to requirements but in actual practice it is a godsend to the pressman.

Various forms of infinitely variable speed adjustment to the fountain roller are possible, but the electronically controlled independent fountain roller drive gives the printer finger-tip adjustment to the most minute degree.

During the last decade or so 25 or 30 patents have been taken out on dampening ideas. In general these have applied to some form or other of atomized water application. In general again, none of these ideas has proved fully successful for practical, all round commercial requirements.

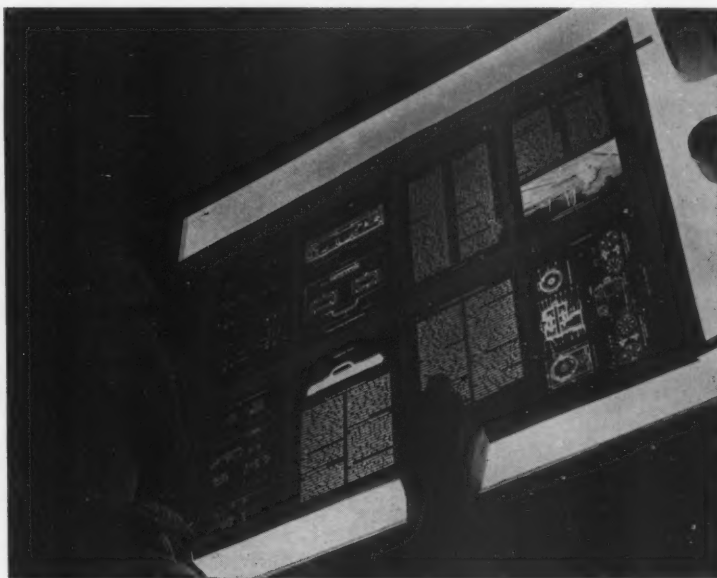
Old Dampening Methods

We are still using a dampening motion identical in principle with the mechanism first introduced 50 years or so ago, but it has been improved in efficiency so that water control on a modern press is a little less of a headache than it used to be.

The improvements in engineering

precision have practically eliminated the "gearmark." The accurate generation of gear teeth, with scientific inspection equipment, now insures such accuracy that little trouble is experienced when the press is operated efficiently. Correct pressure settings, blanket and plate cylinder coverings all are concerned in this problem. The press manufacturer has arrived at formulas for the relationship of all gear and cylinder diameters. To depart from the makers' instructions is to look for trouble.

In Great Britain, web-fed rotary offset is little used because the length of run required to operate this type of press economically is not available, except for such work as business-forms and similar printing. It is possible that the development of phototypesetting may stimulate a need for the web-fed press for magazine and small newspaper production in place of rotary letterpress. The capital outlay and operating costs



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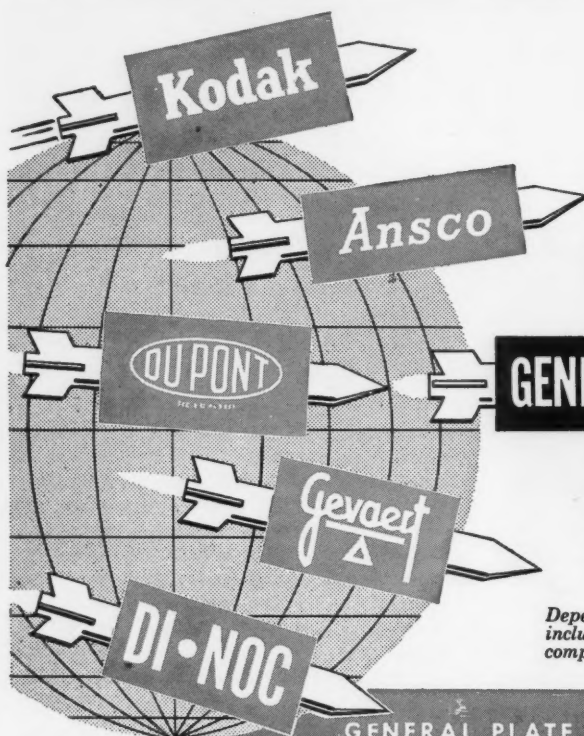
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would surely show a considerable saving.

The post-war years have seen the introduction of many small offset presses. They fill an important position in the printing world, being on the whole, relatively low in initial cost and highly suitable for the many short-run jobs which would be a nuisance if printed on a large press. Further, the small offset machine provides a possible means of introducing offset printing into a letterpress house at a reasonably small expenditure or even starting a completely new business in a modest way.

All the same, the small press is not an economic production unit for long runs, although we must admit that some colossal runs have been and still will be done with such equipment.

The requirement for printed matter is bound to be ever-increasing in amount and offset printing commands a distinct advantage, costwise, on plate processing and makeready time when compared with letterpress or gravure. In addition, the process can handle a virtually unlimited variety of stock, compared with other processes.

The industry must continue to increase output at lower cost in the competitive struggle for a good share in this volume of print. One approach to this problem may be finally forced on us just as it has been in the United States. That is, larger presses with a greater area of printed sheet per impression, with no greater, or very little greater expenditure of labor.

Simple arithmetic will not provide all the answers to the many angles of this problem but it will readily show that if we have a press which will print a 48 x 35" sheet at say 5,500 i.p.h., we get a total of 9,240,000 sq. in. of print per hours, while if we operate a larger press with a sheet of 72 x 50" at say 4,000 i.p.h., we then get a total of 14,000,000 sq. in. of print, more than half as much again. In other words, it must be more efficient to print a large sheet and then cut it into a number of small sheets than to cut first and then print a number of small sheets one at a time.

Productivity in any industry is only as good as the organization for it.

We shall always have to face that fact that the job, the stock and the ink, will limit the speed at which an offset press can produce, however good the printer may be. Good clean flat stock and top quality ink all tend to keep the press running continually, allowing the printer to concentrate on the work coming off at the delivery end, instead of picking fluff off the plate, or washing the blanket, or dealing with the many other inci-

dental stoppages that can often be eliminated by forethought and care.★

3-COLOR

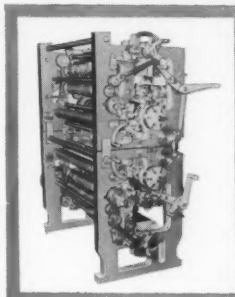
(Continued from Page 48)

formation you require for density ranges.

By contact, expose through the particular mask filter a continuous tone film gray scale to five different exposures, each exposure made on a separate piece of film. Expose one



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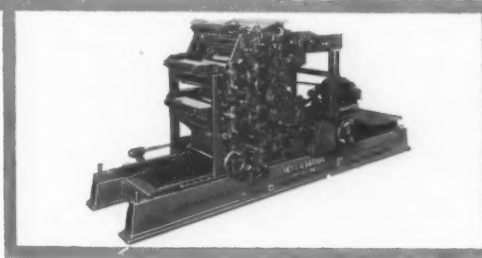


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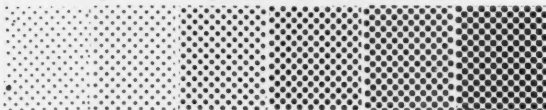
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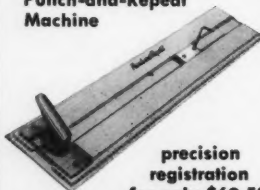
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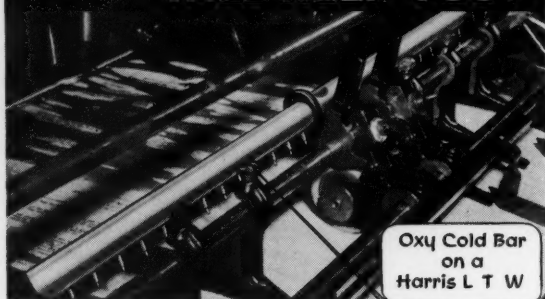
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HOW

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Oxy Cold Bar
on a
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By eliminating static on your equipment — web or sheet fed, offset or letter press, folders, bag machines, etc., your production becomes smooth and uninterrupted. Quality is improved. Register is sharper. Jogging is neater . . . folding more accurate. Tearing and spoilage is eliminated. Oxy Cold Bar neutralizes all types of stock . . . operates electrically with absolute safety. No shock . . . no spark! It's compact and can easily be installed at the trouble spot.

Send us specifications of your equipment for full information and proposal.



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We are all in the same boat.

To insure net profit this year calls for "change."
We are changing our policy . . .

1. Building more folders than ever before . . . many more . . . so we can keep on pricing them fractionally, compared to other printing machinery.
 2. Accepting only a "nominal" initial payment . . . so don't think for a moment we are asking you to take capital out of your business, for we are going to insure your putting additional profit (capital) into your business every month.
 3. Extending payment-out-of-a-small-share-of-increased-earnings-plan to 36 months . . . three years (during that time it will pay for itself MANY TIMES OVER).
- The latest models are so far ahead of all folders ever built (including our own previous models). There are so many greater profit-features, for instance diagonal rollers on all cross-carriers, so sheet can be folded, then cut apart and additional folds put into each signature . . . all one operation . . . double production. I do wish our users would allow us to buy back the old models . . . will offer a sweet deal (Baumfolders always priced so low . . . depreciation so little).

Will you telephone me personally (collect) . . . Walnut 5-8165 or wire collect.

THANKS.

Russell Ernest Baum, Inc.

615 Chestnut Street, Philadelphia 6

shot for about five seconds, another for 10, 15, 20 and 25 seconds. Cut the exposed film in half along the length. This will give us two pieces of the exposed gray scale for each exposure. Develop one of these pieces in a developer dilution of 1:2 and the other in a dilution of 1:3. Your results might show something like this.

Continuous Tone Film	Dev. DK 50 1:2 Thru 33 Filter		
TEST NO.	EXPOSURE	D MIN.	D MAX.
1.	5 seconds	.2	.5
2.	10 seconds	.25	.6
3.	15 seconds	.30	.7
4.	20 seconds	.40	.9
5.	25 seconds	.50	1.25

You could then plot this information on graph sheets such as those shown in Article 2. This will give a complete graphic picture of gamma.

Step No. 1. Measure density range of original with the densitometer. Take readings of lightest and darkest portions of original. Subtract low from high readings, and the result is the density range.

Step No. 2. Arrange transparency or colored copy with gray scale, color patch chart and register marks.

Step No. 3. Make highlight mask, by contact from the transparency to high contrast ortho film, emulsion-to-emulsion. Develop in continuous tone developer (such as DK 50 1:2) Maximum density of mask should be not over .55.

Step No. 4. Calculate mask percentage by use of percentage chart or by multiplying desired mask percentage by the density range of original. This will give density range of mask. The minimum density to mask should be about .3 to .5. The maximum is obtained by adding density range of mask to minimum density reading.

Step No. 5. Register highlight mask to transparency, emulsion-to-emulsion and contact for unsharp mask. Expose for one mask procedure to magenta filter (No. 33); for two mask procedure expose to filters 33 and 58 (green filter); and for three mask procedure, expose to filters 33, 58 and 8 (yellow filter). Use continuous tone pan film for masks and develop to achieve desired mask density range.

Next month we will continue with

this explanation of the effect of masks on separations and the making of separation negatives.★

TECHNICAL BRIEFS

(Continued from Page 66)

what an ideal vinyl lacquer should be.

*LIGHT-DETACHED RESISTS OR RELIEFS FOR PRINTING PLATES. U. S. Patent 2,772,160 (Application March 21, 1952). Martin Hephner (Assigned to Eastman Kodak Company, Inc.). *Official Gazette* 712, No. 4, November 27, 1956. p. 783. A photosensitive sheet comprising a support and a layer on

the support made up of gelatin containing sufficient acid to have a pH below 2.5, between 0.1 percent and 2 percent chrome alum and a diazo derivative of the compounds selected from the group consisting of p-Phenylenediamines, and 4,4'-diamino diphenylmethanes.

*TREATING SOLUTION FOR PHOTOLITHOGRAPHIC PRINTING PLATES. U. S. Patent 2,773,779 (Application 1-25-54). Frederic E. Brinnick and Charles H. Van Dusen, Jr. (Assigned to Addressograph-Multigraph Corp.). *Official Gazette* 713, No. 2, Dec. 11, 1956, p. 359. A liquid desensitizer solution for planographic printing plates composed of oleic acid having dissolved therein from



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0.1 percent to 5 percent of a water-insoluble soap selected from the group consisting of aluminum, zinc, calcium and magnesium salts of oleic, stearic and palmitic acids.

Lithography—General

*TREATMENT OF LITHOGRAPHIC WASTES.

John J. Baffa and Harold E. Orford. *Sewage and Ind. Wastes* 27, 1032-5 (1955); *Chemical Abstracts* 50, No. 12, June 25, 1956, col. 8942. Waste waters from manuf. and use of lithographing solns. were treated for sub-surface disposal. Sexivalent Cr was removed by reduction with FeSO_4 and pptn. by addn. of lime to pH 8.5-9.0. Suspended and colloidal solids were removed by addn. of FeCl_3 with the FeSO_4 . Color was removed by Cl or activated C. Volatile solvents were removed by aeration.

*LOCK-UP MECHANISM FOR DRY OFFSET PRINTING PLATES. U. S. Patent 2,768,578 (Application Oct. 8, 1953). John W. Park and Otto R. Wolf (Assigned to Tribune Company—Chicago). *Official Gazette* 711, No. 5, October 30, 1956, p. 979. In a web printing press, a plate cylinder having provision for attachment thereto of a set of thin, flexible printing plates for offset printing comprising two plates around the cylinder, and lock-up mechanism for each of said plates including: a plate-actuating bar positioned within the cylinder and having projections thereon, said plates having intumed edge portions provided with holes for receiving said projections whereby a plate may be connected to said actuating bar, a shaft inside the cylinder on which said plate-actuating bar is mounted, means for pivotally moving said bar to cause tightening of the plate circumferentially on the cylinder, an auxiliary bar hingedly mounted on said shaft adjacent said plate-actuating bar and being normally movable therewith as a unit but also being arranged for independent pivotal movement on said shaft, said auxiliary bar being engageable with an intumed edge portion of the plate and being accessible from the exterior of the cylinder for movement relative to said actuating bar to disengage said intumed edge of the plate from the projections on the latter bar. In a web printing press, a plate cylinder having provision for attachment thereto of at least three sets of thin, flexible printing plates for dry offset printing, each set comprising two plates around the cylinder, separate plate lock-up mechanisms for each of said plates, and separate adjusting mechanisms for each of said plates whereby the plates may be individually adjusted length-wise of the cylinder to variable final positions for margin adjustment, at least one of said adjusting mechanisms being disposed between a set of said plates at an end of the cylinder and a set intermediate the end sets of said plates.

*PLATE CLAMP. U. S. Patent 2,775,198 (Application August 27, 1953). Thomas H. Johnson and Anthony J. Mueller to Harris-

Seybold Corp.). *Official Gazette* 713, No. 4, December 25, 1956, p. 718. For a printing machine, a cylinder having a length-wise gap therein, a flexible printing plate wrapped around said cylinder, a pair of bars within said gap secured to the respective ends of said plate, a pivot for connecting an intermediate point of one of said bars to said cylinder within said gap, means for tying the unpivoted bar to said pivoted bar crosswise of the gap effective to prevent bodily movement of the unpivoted bar away from the pivoted bar while permitting endwise movement of the unpivoted bar, and means for skewing the pivoted bar about its pivot.

*METHOD OF DAMPENING A LITHOGRAPHIC PLATE OR STONE AND A DAMPING ROLLER FOR USE IN THAT CONNECTION. U. S. Patent 2,775,195 (Application May 15, 1953). Hermann Heinrich Martin. *Official Gazette* 713, No. 4, December 25, 1956, p. 717. A method of dampening the ink free areas of a lithographic plate comprising the steps of wetting a damping roller having an outer seamless, water absorbing cover that consists of a tubular knitted cut velour fabric having a dense and deep pile of single threads with free ends providing a felted, homogeneous working surface, and rolling the damping roller across the lithographic plate so that water is uniformly transferred from the homogeneous working surface of the roller to the ink free areas of the plate.★

PRODUCTION CLINIC

(Continued from Page 61)

off and while none of the sheets on the examining table shows misregister there may be hundreds of sheets out of register throughout the pile. Even though all of the sheets are curled down, the fray or defect on the tape will strike the back only at intervals, as the sheet lies in the guides.

One way to detect this trouble is to place a mark on the extreme outer edges of the plate, about six inches from the gripper, and running off the edge of the paper. This mark can be seen along the side of the stack, and if the sheets do not line up it will be observed before too many sheets have been run.★

FOLDING BOX

(Continued from Page 53)

deck of playing cards bearing the familiar "Color Printing Is Our Baby" picture. Printing was in six colors and varnish on .016 Kromekote white back stock. The pack, which



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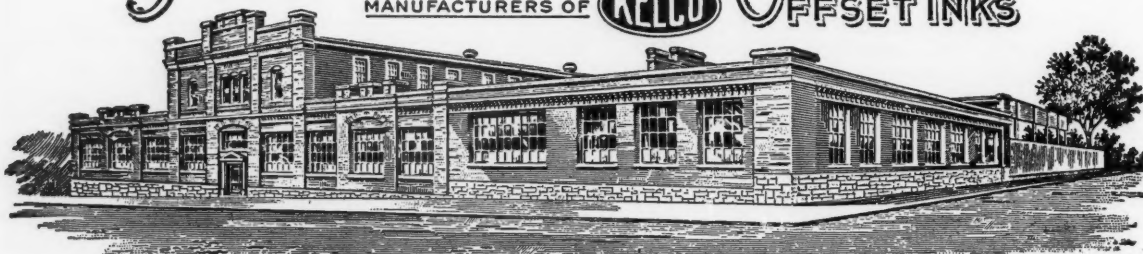
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was distributed as a Christmas remembrance, was considered by the judges to be "a good example of self promotion."

Lord Baltimore Leads

Among the 14 Merit Awards for superiority of printing by lithography Lord Baltimore Press, Baltimore, Md., received four; U. S. Printing & Lithographing Co. three, (in addition to the First Award); Rochester Folding Box Co., two; and one each to Ace Carton Corp. of California; Ace Folding Box Corp., Container Corp. of America; Fleishhacker Paper Box Co. and Sample-Durick Co.

The two First Awards for lithographed cartons in the "superiority according to end use" category went to Container Corp. of America, (Valley Forge, Pa., plant) for an Interwoven gift set box in the textile class; and to F. N. Burt Co., Buffalo, N. Y., for its Modess custom belts box in the cosmetics and personal accessories class.

In the "superiority of construction" category Sutherland Paper Co., Kalamazoo, Mich., received a Merit Award for its "Pride Wax and Dust Mitt-Cloth". A second Merit Award for construction went to Eureka Paper Box Co., Los Angeles, Calif., for a Technicolor counter display carton.

In the "Beverages" class U. S. Printing & Lithographing Co. received a Merit Award for the Wolf-schmidt Vodka carton. Another "Beverage" class Merit Award went to Lord Baltimore Press, for the Cointreau Liqueur carton. Lord Baltimore Press also received another Merit Award in the "Paper Products" class for the Hudson Damask Dinner Napkin box.

Schmidt Wins In 'Toys'

In the "Toys and Sporting Goods" class, Schmidt Lithograph Co., San Francisco, was given a Merit Award for a novel Decoy Ducks creation. Another Merit Award in "Toys" went to Gardner Board & Carton Co., Middletown, O., for the Balloon Kit family of boxes.

F. N. Burt Co.'s standout carton for Hand-Lo hand lotion won a Merit

Award in the "Cosmetics" class and another Merit Award was given the Burt company in the "Miscellaneous" class for a Bird Feed Cabin.

Fleishhacker Paper Box Co., U. S. P. & L. Co., Lord Baltimore Press, Rochester Folding Box Co., and Ace Folding Box Corp., who had taken Merit Awards for "superiority of printing" by lithography also won a second Merit Award each for the same boxes in various "end use" classes.

Norman F. Greenway was reelected president of the Folding Paper Box Association at the convention. Mr. Greenway is vice president and general manager of the boxboard and folding carton division, Robert Gair Group, Continental Can Co., Inc., New York.

Serving with him as members of the executive committee will be William J. Alford III, Alford Cartons; William B. Leavens Jr., Wilkata Folding Box Co.; Arthur N. Morris, Newth-Morris Box Corp.; Bayle M. Richardson, Richardson Taylor-Globe Corp.; Leo H. Schoenhofen, Container Corp. of America; and William H. Walters, U. S. Printing & Lithograph Co.★

LETTERS

(Continued from Page 30)

lished a list of such films. What I would like to know is from what source we might be able to obtain them and what would be the charge in regard to the rental thereof, and the period of time that we might retain them for use.

E. E. James, Vice President
Polygraphic Co. of America, Inc.
North Bennington, Vt.

We published such a list in the May, 1958 issue of ML. No additional copies are available. The National Association of Photo-Lithographers also published a film list recently.—Editor.

Litho Schools

Dear Sir:

I am interested in lithography and would like training in process photography and dotetching. Could you recommend a good school or schools where I could learn this work?

James Bellamy
Sparta, Mich.

A list of schools, which appears in each issue of ML, has been sent.—Editor.

"Using Filmo type"

is like having
1,000 extra
salesmen



says:

Saul Lehman, President, The Georgian Press, Inc., New York City

* America's leading photo-composition machine . . . almost instantly produces quality hand lettering and display type.

"Our salesmen are always equipped with the full set of Filmotype lettering catalogs. These include over 1,000 styles and sizes of Filmotype faces. And it's like having 1,000 extra salesmen! We show our customer the all-inclusive selection. He chooses the alphabet he wants. Then in production it's a matter of minutes to insert desired fonts into the Filmotype machine, set the copy and produce proofs perfect for paste-up. Filmotype gets us more printing jobs and more profit per job!"

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FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

WAGAMAN BROTHERS

(Continued from Page 51)

history of the job is available, including notation of any problems that came up during the production.

Estimating and keeping records of costs are prime concerns to Mr. Fish. He learned years ago through his association with the United Typothetae, the importance of determining accurate costs in the litho shop. He has developed cost procedures based on a book published by United Typothetae and thinks it has greatly improved his estimating procedures.

"I believe firmly in systems, provided they aren't carried to ridiculous extremes," Mr. Fish commented.

There are nine men in the offset department at Wagaman Brothers and nearly twice that number in letterpress. Right now the litho department is operating on two shifts.

"Most of our business is new, not transferred from the letterpress department," according to Mr. Fish. When business started to expand in offset, a 23 x 35" Ebco press was placed in operation last June.

The bindery department at Wagaman includes an automatic stitcher, two folders, a 50" cutter, and a number of specialty machines including an automatic sealer, and a tipping machine.

When offset jobs call for imprinting, the letterpress job presses are used. For jobs involving photocomposing, a Carlson step and repeat machine is used.

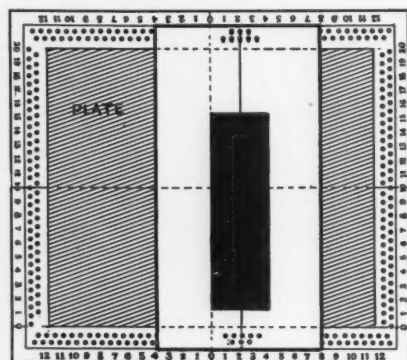
Most of the litho work is of the general commercial type. The same situation prevails in the letterpress department. One of the biggest offset accounts is the New Holland Machine Co. of New Holland, Pa. for which Wagaman turns out booklets, forms, leaflets, dealer catalogs, manuals and other jobs.

Both Charles and Harry Wagaman are enthusiastic about the quick growth of offset at their shop. They have high praise for the work which Mr. Fish has done and they are confident that offset will continue growing in the future. However, they are not yet ready to talk about specific plans for expansion, addition of new presses, etc. They have found that it is much easier to sell letterpress printing when offset is also available too. The same holds true for selling lithography.

"We don't have to kid our customers about the process that is best for their job. They know we have both letterpress and offset and that we will recommend the one that is most efficient for the particular job. We won't try to run an offset job letterpress or vice versa," said Harry Wagaman.

Mr. Fish has lots of thoughts for the future of litho at Wagaman Brothers and he has tentative plans to increase the already thriving business. But when ML stopped in at the modern one story plant to see him he was most proud of the fact that "despite the fact that our offset department is only a year old and operates with only one-third of the total staff, offset is producing about one-half of the gross business in dollars and cents."★

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A new STEP & REPEAT process consisting of a highly precision drilled plastic board, masking sheets and easy-to-attach plugs, all engineered for accuracy and speed. All steps prefigured to movements of 1/16". Easier and faster operating for your layout man. It is absolutely accurate in registering color to color in step & repeat work.

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It can be used for both types of step work, stepping on film and plates. It fits and works in your present vacuum frame.

The Raden C Auto Step

423 Sandusky Street

Kansas City, Kansas

CONVAIR DIVISION of General Dynamics, San Diego, has awarded Robertson Photo-mechanix, Inc., Chicago, contract for a large size template camera. It will be used in manufacturing Convair's supersonic F-102 fighter.

ML

ALFRED V. HORSMAN, vice president, sales, for the Manz Corp., Chicago lithographers, died Feb. 21, at the age of 78.

ML

KEYNOTE PROMOTIONS, INC., New York, has been granted charter of incorporation listing capital stock of 200 shares no par value.

ML

PRESTO LITH, INC., New York, recently received charter of incorporation with capital stock of 200 shares no par value.

ML

LITHO COMPOSITION & PLATE CO., INC., 28 Oliver St., Boston, has moved to its new quarters at 49 Melcher St., South Boston.

ML

THE GRAPHIC REPRODUCTION and Arts Supply Center of Spaulding-Moss Co., Boston, has moved from 42 Franklin St. to 556 Atlantic Ave.

ML

RECORDING & STATISTICAL CORP., Boston, has won the Massachusetts Safety Banner as group winner in the recent quarterly contest among representative plants.

ML

J. NORMAN MCKENZIE, of John C. Dowd, Inc., Boston, was chairman of the Graphic Arts Section of the annual Red Cross campaign that was launched Feb. 28.

ML

G. LINCOLN RYTHER, former advertising manager of Spaulding-Moss Co., Boston, has been appointed sales promotion manager of Lewis-Shepard Products, Inc., Watertown, Mass.

ML

YOUNG & KLEIN, INC., Cincinnati, has installed a Robertson 320 camera.

ML

ADVANCE LITHO PLATE CO., Cincinnati, has become a member of Local 8, Amalgamated Lithographers of America.

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Multicolor — Hairline Register

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OF **PRINTING**

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Worth 2-4330

Two Minutes Walk from City Hall
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MAKERS OF THE
FINEST QUALITY COLOR PLATES
FOR
**OFFSET
LITHOGRAPHY**



THE
STEVENSON
PHOTO COLOR SEPARATION CO.
400 PIKE STREET
CINCINNATI 2, OHIO

CLASSIFIED ADVERTISING

All classified advertisements are charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. One column ads in a ruled box, \$10.00 per column inch. Check or money order must accompany order for classified advertisements. Address replies to Classified Advertisements with Box Number, care of Modern Lithography, Box 31, Caldwell, N. J.

HELP WANTED:

Top Notch four-color stripper needed for plant in Miami, Fla., Address Box 268, c/o Modern Lithography.

LOOKING FOR A NEW JOB?

Superintendent — Offset-Letterpress practical exp. in lithography
MIDWEST—\$7,500-\$9,500
Plant Manager—Electrotypes
SOUTH—\$7,200-\$8,000
Asst General Manager—Newspaper
Rotary press experience
MIDWEST—to \$10,000
Estimator—Offset-Letterpress
SOUTH—to \$7,500
Asst. Plant Superintendent—Letterpress
Composing room background
EAST—to \$13,000
Foreman—Bindery (publication)
MIDWEST—\$5,500-\$7,500
WANTED: Cameramen, platemakers, strippers, pressmen, compositors, proofreaders, mono-type, folder operators, binderymen, etc. Offset pressmen in high demand.
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Dept. M-5, 307 E. 4th Street
Cincinnati 2, Ohio
List Your Confidential
Application With Us

Want a good man? . . . or a good job?

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Run a classified ad...in the pages of MODERN LITHOGRAPHY.

EGA

the RELIABLE Supplier
to the Lithographer
for SERVICE call Circle 6-3526
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509 W. 56th ST., New York 19, N. Y.

SITUATIONS WANTED:

SHORT RUN PUBLICATIONS BY OFF-SET—will organize a Publication Shop or department; train key employees to produce publications and other work from manuscript copy to finished product. Hot metal, cold-type, or photographic typesetting coupled with modern camera, stripping, and platemaking techniques and high speed, quick-change roll-fed offset. Tape operation or geared vernier controls where suited. A manufacturing approach applied to short run work. Salary or fee basis. Address Box 259, c/o Modern Lithography.

WANTED: A progressive lithographer who is looking for a technical specialist to assume responsibility for plant improvement in methods, standards and control, with emphasis on color. Box 260 c/o Modern Lithography.

TECHNICAL SPECIALIST: With outstanding record of achievement as technical advisor. A unique background of practical experience in lithographic production, trouble-shooting and trade training. Interested in responsible position with progressive plant involving technical supervision and in-plant training. Would also consider commensurate position with supplier or equipment manufacturer. Address Box 261 c/o Modern Lithography.

TOP-NOTCH, INVENTIVE CAMERAMAN (considerable experience also in art preparation and stripping), specialist in improved halftones, duotones, fake process or direct color separation from every type of copy; exclusive method of producing flawless uniform screen tints inexpensively. Capable of supervising art, camera and stripping departments. Now working in Midwest, seeks permanent connection with quality offset plant in California, preferably San Francisco or Bay Area. Address Box 262, c/o Modern Lithography.

PHOTO COPY EXPERT. Twelve years experience in copy preparation by Vari-typewriter and IBM typewriter. Includes ruling and design of forms, imposition, layout of books, manuals, price lists, etc. Could assume supervision of copy preparation department. Available in June or July. Address Box 263, c/o Modern Lithography.

GENERAL MANAGER of combination color plant desires like position near the East Coast. Address Box 264, c/o Modern Lithography.

CAMERAMAN-STRIPPER. Experience includes all types of halftone screen, line, continuous tone and color work. Would like to locate in Florida. Address Box 265, c/o Modern Lithography.

Highly experienced two color pressman seeks change. Superintendent for five years. West Coast preferably. Excellent references and record. Address Box 266, c/o Modern Lithography.

PRODUCTION MANAGER: Letterpress and litho, web and sheet-fed with fifteen years experience in planning, layout, type mark-up, estimating, cost control, trouble-shooting and supervising all types of commercial and color work in large plants. Wishes to relocate with a progressive and expanding company. Address Box 267 c/o Modern Lithography.

FOR SALE:

HEADLINER Outfits, previous model demonstrators, with new simplified developer unit and 3 fonts, \$295. Easy terms. Barkman Printing Equipment Co., Berlin, Wisconsin.

FOR SALE: 2 Modern Christensen Continuous Feeders. Sizes 42 x 56 and 48 x 70, Floor Loading Models. Guaranteed A-1 Condition. Must sacrifice. Fort Dearborn Lithograph Company, 6035 W. Gross Road, Chicago 31, Illinois.

OPPORTUNITY:

"Visit by Director of Packaging Firm in South Africa. The Advertiser is paying a visit to America 11th May-1st June with a view to establishing contacts with suppliers of material, machines and processes for the Packaging Industry. The Advertiser is President of one of the oldest Lithographic houses in South Africa who specializes in the production of labels and folding cartons, and is interested in all new developments in the packaging field." Address Box 269, c/o Modern Lithography.



MIEHLE Offset Press

MODEL 41, 2-COLOR
Excellent Condition
less than 2 years old

\$39,500

BOX 258



DOT ETCH PROCESS Color Plates

PROMPT SERVICE
HALFTONE NEGATIVES & POSITIVES
DEEP ETCH PRESS PLATES

ZARWELL & BECKER

Offset Platemakers
223 N. WATER STREET •
MILWAUKEE 2, WIS.

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PRINTING INK COMPANY LTD.

Fine Printing Inks

LETTERPRESS



LITHOGRAPHY

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1865

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PATENT BLACK
MASKING INK**

- adheres to acetate and vinyl
 - extra black... extra opaque
 - non-reflective high gloss
 - for masking, overlays, drawings
 - use on paper, cloth or plastic
- NEVER TACKY... EVEN IN HUMID WEATHER... ALWAYS READY TO USE
- use with pen, brush or ruling pen
 - thins with water... washes off without staining the acetate

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INC.
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New York 1, N. Y.

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The SIMCO "Midget" is guaranteed the most effective, least expensive static eliminator available. Send for free literature today!

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920 Walnut Street, Lansdale, Pa.

DRY PLATES FILM PHOTO CHEMICALS

Lenses, Contact Screens
and accessories for the camera
and darkroom

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Webster 7540

Efficiency Approved

A Film
Scribing Tool

scientifically
designed for
Ruling Negatives



Litho Ruled Forms - QUICKER - EASIER - BETTER

- ★ Perfect uniformity of rules — no film spoilage.
- ★ 6 cutting heads in set: 4 for single rules from hairline to 1-point rules; 2 cutting heads for double rules.

A postcard will bring descriptive literature

Scriber Specialties

1229 East 4th St.

DULUTH, MINNESOTA

FAST, EFFICIENT DRYERS

for

WEB-OFFSET

*Speed *Production *Economy

Dryer Specialist for over 25 years

B. OFFEN & CO.

168 N. Michigan Ave., Chicago, Ill.

208 So. Jefferson Street, Chicago 6, Ill.



SITUATIONS WANTED:

LITHOGRAPHIC COLOR TECHNICIAN:

Research trained; production proved. Experienced all phases photographic color reproduction. Complete understanding corrective masking methods. Color separation; reflection and transmission copy. Accurate halftones; conventional and scanned separations. Capable establishing complete photographic department; Original photography to press run. Will install cost cutting procedures: Top quality Dye Transfer prints, duplicate transparencies, sealed to save separation stripping time. Supervisory, organizational background. Highest references. Presently employed Northeastern state. Tired of winter weather. Desire permanent affiliation; quality house, preferably in Southwest. Address Box 270, c/o *Modern Lithography*.

CAMERA OPERATOR and STRIPPER, three and four color process and B & W Masking and Dot Etching experience. Wish to relocate with Progressive firm, prefer mild climate. Address Box 271, c/o *Modern Lithography*.

FOR SALE:

Harris 42 x 58 LSK 2 color press, stream feed A.C. Mechanically perfect. Reasonably priced. Can be seen running. Address Box 272, c/o *Modern Lithography*.

Own a LUXOMETER

Find out from your dealer about the Lease Purchase plan to own a LUXOMETER. Free trial offer on your equipment — no obligation to purchase — no capital investment.

Announce New Stable Film

A new dimensionally stable film at regular film prices has been announced by David Z. Roth & Co., 1235 Main Ave., Clifton, N. J. Known as Eldorado Dens-O-Lith, it is said to be especially suited to the making of line and halftone negatives for the photoengraving and photo-lithography fields, the manufacturer stated.

14th Dinner For 25-Club

The offset department of R. R. Donnelley & Sons Co., Chicago, was well represented among the class of 39 employees welcomed into the firm's 25-Year Club at its 14th annual dinner, March 30. Including these 39, the club's membership now totals 980 employees who have been with the company 25 years or more. In general charge of the dinner party was Richard Wise, the company's public relations director, who is himself a veteran of 34 years with Donnelley's.

LNA CONVENTION

(Continued from Page 109)

on its people, who must have a "restlessness for success" if the industry is to succeed, he asserted.

Growth of Lithography

In another discussion, John M. Wolff, vice president of the association, talked about LNA's role in the growth of lithography. In his talk he summarized the growth of the lithographic industry, particularly the big jump that was registered from 1947 to 1954, as well as the growth of the Lithographic Awards Competition. He mentioned several instances in which the LNA competition has been directly responsible for the sale of lithographic material.

"The growth of lithography can be traced to better plant management, improvements in materials and progressive sales and promotion," in Mr. Wolff's opinion.

He urged all lithographers to sell printed media on its own merits. "Each process has its place, and we shouldn't try to discredit others," he advised.

Mr. Wolff also spent some time describing the public relations program instituted by LNA in 1949 when the LNA competition was in the planning stage. At that time the slogan "Offset Offers More" was developed by several members of LNA.

John F. Perrin, president of the Lithographic Technical Foundation, summarized the year's activity at the LTF with particular emphasis on new developments, including the color chart (which has been described in a recent issue of *MODERN LITHOGRAPHY*).

The final speaker at the convention was Louis A. Squitieri, division purchasing agent for U. S. Rubber Company, New York. Mr. Squitieri's topic was "Lithography's Real Potential."

He offered several reasons for the rapid growth of lithography, including an initial price advantage, the work of the LTF, the promotion by the LNA, research by paper manufacturers providing better offset

paper, improved equipment and the influence of the purchasing agent.

"The purchasing agent has played a constructive role in insisting on quality, service and competitive prices," Mr. Squitieri asserted. He said that the printing buyer today usually is a specialist and he knows what he wants.

"The salesman is the most important member of the lithographic firm as far as the printing buyer is concerned," Mr. Squitieri said. The salesman must be thoroughly conversant with the offset process, with paper and art work. After the salesman receives an order "he is our representative in your plant."

Today, with the price advantage over letterpress gradually disappearing, it is more than ever important that the offset salesman know his field and be able to suggest economies to the printing buyer, in Mr. Squitieri's opinion.

"In the past 15 years our purchases of lithography have grown from 25 to 75 percent and much of the work we formerly did by silk screen now is done by offset," he told the group.

Color will play a big part in future production of all printed pieces, he indicated. He said that the packaging field and the field of phonograph record covers are two that have not yet been fully exploited.

William M. Winship, LNA treasurer, reported that the organization is in a sound financial position.

At the various product group meetings Monday and Wednesday afternoons, the following were in charge: bank stationers' luncheon and annual meeting, Clark R. Gregory, Jr.; greeting cards, Richard N. Kauffman; posters, Andrew Donaldson, Jr.; litho platemakers division, Dante V. Mazzocco; labels, Ralph J. Wrenn; and books, William H. Bulkeley.

All but one of the LNA officers were reelected for another term, with Mr. Reed continuing as president, and Mr. Wolff as vice president. Mr. Winship resigned his post as treasurer, and was replaced by J. Louis Landenberger.

A full program of social activities for the ladies rounded out the convention program.★



Make *Big* Profits in '57! Raise **GIANT** Budgets

(In your spare time)

By learning how to buy Advertising Space

*Giant Budgets are friendly and clean to keep around the office. If your advertising budget is small and puny—chances are it's because you haven't handled it in a way to bring results—and help it grow. (And, if you can't handle a little budget, it's a cinch the boss won't buy you a big one!)

IF YOU PICK ON IT—IT WON'T GROW!

One way an advertising space buyer picks on his budget is to cut it up in little pieces and scatter it around in every magazine that has the word "lithography" vaguely connected with it. Or, he gets on the right track and concentrates in one magazine—but picks the wrong one.

HOW TO RAISE GIANT BUDGETS

Concentrate your advertising in the one strongest magazine in the field—where the customers who really count will read your sales message month after month after month. And the strongest magazine is easy to judge. Just make a check chart on all the points on which two magazines can be compared!

In the litho field, the winner on all six check points is **MODERN LITHOGRAPHY!**

1. Most Editorial Material
2. Most ABC Paid Circulation
3. Most Advertising Acceptance
4. Most Readership
5. Lowest Cost Coverage
6. PRESTIGE

**It only makes sense to concentrate
in the strongest book—MODERN LITHOGRAPHY!**

Mail this coupon NOW!

(Nothing down and 12 easy payments
of only \$170 per month)

● A. B. of Two Dot, Mont.,
writes: "My tired budget was
pepped up like new again
with a concentrated schedule
in Modern Lithography after
only three months!"



● C. D. of Black Wolf, Neb.,
writes: "I cured a nagging
boss in only two months with
Modern Lithography!"



● E. F. of Peapack, N. J.,
writes: "A. B. and C. D. are
pikers!"



MODERN LITHOGRAPHY Leader in the Litho Field Caldwell, New Jersey

- ☐ Please rush information on the market and the magazine!
- ☐ Please rush rate card and contract blank!
- ☐ Please rush salesman!

Name

Company

Address



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TALE ENDS

THE battle of the billboards was still raging in Senate subcommittees as this issue went to press, and the *New York Times* was moved to verse to describe the controversy. The newspaper quoted Ogden Nash in opposition to the billboards, as follows:

*I think that I shall never see
A billboard lovely as a tree.
Perhaps unless the billboards fall,
I'll never see a tree at all.*

But the *Times* offered this rebuttal, with which the Outdoor Advertising Association of America, Inc., and scores of lithographers in all parts of the country would surely concur:

*You cannot leash our liberty
Unless you do it locally.
And if you want to stay alive
Read "poster panels" as you drive.*

ml

Our office was filled with a most pungent perfume the other morning. We sniffed our secretary as she hopped onto our knee to take a little dictation, but she wasn't the culprit. Turned out it was a mailing piece from the firm of Frank Orlandi, demonstrating his Perfume Printing Process which permits the fragrantizing of almost the entire range of paper stocks used in printing. His plant is at 20 Beekman St., New York 38, if you'd care to get a whiff.

ml

Lithographers who won awards in the LNA lithographic competition will be happy to know that their winning pieces will be sent overseas for a tour of Germany, according to the U. S. Information Service.

ml

Chicago's reputation as the city with more four-color offset presses in operation than any other city in the country gained additional strength when Schultz Lithographing Co. added a Harris 52½ x 77" four-color to its facilities recently. Other Harris sales in Chicago included a two-color 36 x 49½" press to the firm of

John Dickinson Schneider and a single color 17½ x 22½" to Bruce Offset Co.

ml

The recent graduating class of the offset division of the Manhattan School of Printing included men from seven foreign countries, including India. From the Far East came Kamal

Madjumdar, sent by the Government of India Printing Office. Kamal, who was graduated from the University of Calcutta, came to the school after his brother, professor E. Madjumdar, of Columbia University, had enrolled him. Professor Madjumdar teaches Indian philosophy at Columbia and Yogi at the New School for Social Research.

The younger brother, however, is interested in the technical advancement of his nation. He works in the Indian Government Printing office at Calcutta, where he will use his knowledge of offset.

East is East, and West is West, and in lithography, the twain shall meet.

Get The Jump on Competition



YES, you have to call early and often to keep ahead of your competition. And one good way to increase the effectiveness of your sales calls is to back up your salesmen with a strong advertising campaign in the leading magazine in your field. The strongest magazine in the litho field is, of course.

MODERN LITHOGRAPHY

Box 31

Caldwell, N. J.

Member, Audit Bureau of Circulations



Plan for QUALITY

Factual, simple, cleanly reproduced photographs of industrial illustrations—showing nuts and bolts and finish—give the kind of details an engineer wants to see. Plan your industrial printing to be enriched by the use of brush-coated paper capable of showing every dot and highlight in the original engravings. Nothing serves better than Cantine's—since 1888.

LETTERPRESS

Hi-Arts
Ashokan
M-C Folding Book
M-C Folding Cover
Zena
Catskill
Velvetone
Softone
Esopus Tints
Esopus Postcard

OFFSET-LITHO

Hi-Arts Litho C.1S.
Zenagloss C.2S.
Zenagloss Cover C.2S.
Lithogloss C.1S.
Catskill Litho C.1S.
Catskill Offset C.2S.
Esopus Postcard C.2S.
Esopus Tints

THE MARTIN CANTINE COMPANY

Specialists in Coated Paper since 1888

Saugerties, N. Y. and New York City
In San Francisco and Los Angeles — Wylie & Davis

photo by Edw. C. Wilson

Cantine's Coated Papers



"OFF AGAIN, ON AGAIN,"=PROFITS

Established offset customers tell us the new Harris 14 1/2 x 20 1/2" turns out more salable sheets per hour than any other press of its size. New customers, many just breaking into lithography, tell us the same thing.

Part of the reason is fast makeready, especially on the extra-profitable, short-run work for which this versatile newcomer is earning its reputation.

Quick-on, quick-off operation becomes routine with features like:

- Vacuum wheel feeder that handles everything from light-weight papers to 80-lb. stock without resetting.
- Plate clamps of the fastest professional design in this size press require only three pin wrench motions to lock plate. Pin register plate clamping mechanism is available for use when required.

- Optional 34" capacity high pile feeder model for use particularly in applications where sheets are delivered directly to a conveyor for continuous finishing operations.

Check with your local Harris-Seybold sales representative to see what this fast (up to 7000 IPH) "easy" press can do.

Your copy of the *NEW* 16-page, fully illustrated booklet about this job press is available from . . .



**HARRIS
SEYBOLD
COMPANY**

HARRIS-SEYBOLD

4510 East 71st Street, Cleveland 5, Ohio

You get more with one of the "FIRST FOUR"

